26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JULY 1, 1957 35¢ PER COPY

IN THIS ISSUE: COMPLETE INDEX PAGE 7

Cox levels attack on must-buys, option time Page 27
Doerfer gets Ike's nod as new FCC chairman Page 50
McConnaughey delivers an angry swan song Page 52
High-priced daytimer: WHIM brings $830,000 Page 70

Networks under fire again

Doerfer in for McConnaughey

High stakes for a daytimer

Trade Magazines
Point of Sale
Weekly Hits Folder
Newspapers
Direct Mail
Movie Trailers
Billboards
Trans Lux Signs
Bus Signs
Welcome Wagon

Talk about promoting!

We don't talk about it. We do it! And in spades. Day in and out 'round Baltimore we talk up W-I-T-H—and our advertisers. Nobody—but nobody—is immune to it. Promoting? It's our lifeblood—and one of the big reasons why W-I-T-H has twice as many advertisers as any other Baltimore radio station.

Buy W-I-T-H in Baltimore

Tom Tinsley President • R. C. Embry Vice President

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta

operation facelift

has made WHTN-TV

FULL COVERAGE . . . . . of the 23rd Television Market

FULL POWER . . . . . 316,000 watts to put a Grade A signal over the entire Golden (Central Ohio) Valley

NEW SALES . . . . . for a product-hungry market that last year accounted for

$138,000,000 in Food
$ 25,200,000 in Drugs
$ 46,000,000 in Apparel
$ 89,000,000 in Automotive
$ 26,125,000 in Gas Stations
$110,000,000 in General Merchandise

NEW TOWER . . . . . that rises 1000 feet above average terrain, for finest viewing

BUT THE AVERAGE CPM IS STILL THE LOWEST! No wonder it's the SELLibrated Station of the Golden Valley

WHTN-TV

CHANNEL 13
ABC Affiliate 316,000 Watts Huntington, W. Va.

A COWLES STATION
ROBERT R. TINCHER, GENERAL MANAGER
Represented by
Edward Petry & Co., Inc.

Pace Setter In The DES MOINES MARKET

KRNT-TV

CBS

COWLES OPERATED STATION . . . *Represented By Katz*

★ **RATINGS**—Dominant Again and Again!

9 out of top 10 Multi-Weekly Shows

10 out of top 10 Once-A-Week Shows

323 Firsts in 476 Quarter Hours

★ **PUBLIC SERVICE**—Outstanding Record In Performance & Showmanship!

FOR EXAMPLE:

HEART OPERATION—"Live" telecast of life-restoring surgery on a 2-year-old boy on May 1.

SCHOOL SERIES—KRNT-TV duplicated a typical grade school classroom in Studio #1, with hidden cameras and microphones. For 13 weeks—February 18 through May 17—KRNT-TV televised a different class at work each day.

BOY WITH A STRING—Specially filmed story of one of Iowa's mental institutions, dramatically pointing up need for improved state facilities. A KRNT-TV Public Affairs Presentation.

COURT TRIAL—Complete filmed story of actual Municipal Court Trial of a state official. Another Public Affairs Presentation.

CHURCH TELECASTS—Sunday remotes from various Des Moines churches.

(AND MANY MORE)

★ **ENTERTAINMENT**—KRNT-TV is a firm believer in local shows, and produces the top-rated programs.

★ **REMOTE TELECASTS**—Frequently

Recent Examples: Special telecast of a June 3 wedding in chapel, culmination of a month-long promotion on Mary Jane Chinn Show. Current daily remote telecasts from Des Moines Municipal Airport—feature of 12 noon—1:00 p.m. "Bill Riley Time." Telecast of Saturday afternoon games of Des Moines Western League games. Telecast of big Home and Flower Show. Weekly church telecasts.

KRNT-TV, THAT—
Highly Audience-Rated, Sales Results Premeditated, CBS Affiliated Station in Des Moines

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

DALLAS TEXANS *LOVE THAT*

Channel 4 KRLD-TV

KRLD-TV is the overwhelming favorite with the television viewers in Metropolitan Dallas (Dallas County). Here there are 207,200 television homes. (Metropolitan Telepulse Report, April, 1957.) This important market in 1956, had a Consumer Spendable Income of $1,724,146,000 and its retail sales amounted to a whopping $1,327,834,000. (Source: SRDS Estimates of Consumer Markets, January 1, 1957.)

NO OTHER TV STATION IN TEXAS GIVES YOU AS MUCH COVERAGE AS KRLD-TV

Channel 4 is the lowest frequency in Dallas or Fort Worth. This far-reaching signal is beamed with the maximum power allowed by FCC from the top of Texas' tallest tower. A strong, clear signal goes into 47 Texas and 5 Oklahoma counties — where there are 602,525 television homes... where there are more than one-fourth of Texas' population and one-third of Texas' television sets, plus those in Oklahoma — an area larger than covered by any other Texas television station. That's why KRLD-TV is *the biggest buy in the biggest market in the biggest state.*

KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON *Chairman of the Board*
CLYDE W. REMBERT *President*

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

In Dallas, where 4 stations compete,

KRLD-TV

HAS THE MOST VIEWERS IN *ALL* BUT ONE TIME SEGMENT *throughout the entire week!*

MONDAY TO FRIDAY

KRLD-TV's share of the audience in Metropolitan Dallas is greater than any other station's in all five time segments. 7 a.m. to 12 noon; 12 noon to 6 p.m.; 6 p.m. to 10 p.m.; 10 p.m. to 12 midnight; 6 p.m. to 12 midnight.

SATURDAY

Again, KRLD-TV has the greatest share of the audience and leads in all of the five time segments throughout Saturday's telecasting day.

SUNDAY

Sundays, KRLD-TV has the most viewers in four out of five of the time segments. For the period, 12 noon to 6 p.m., KRLD-TV's audience leadership is shared with another station.

Source: Metropolitan Dallas Telepulse Report April, 1957

closed circuit.

IT COULD HAPPEN • Keep your eye on radio. Sindlinger's "Activity" reports, carried weekly in B•T, show radio fast overtaking tv as summer habits take hold. Three weeks ago (June 2-8) Activity reported tv with 63.8% viewing, 78,358,000 viewers against radio's 52.8% listening, 64,848,000 listeners. By last week (June 16-22) gap was narrowed as follows: tv 58.2%, 71,480,000 against radio's 56.3%, 69,147,000 (page 38). If trend holds, radio may pass tv in next report.

B•T

ANOTHER sign that radio is heating up again comes from Midwest. On heels of generally reviving advertiser interest in nighttime radio [B•T, June 24], at least one important radio station in that area reports it's now averaging more than 30 spots per night (7 p.m. to midnight), seven nights per week—hours that not so long ago were regarded as radio's graveyard.

B•T

MEASURING THE BOOM • Radio's new zip and vigor will shortly be pointed up in new statistics. Radio Advertising Bureau researchers are working on up-to-date estimate of radio sets and radio homes, their first in 18 months. Although work is still in progress, current indications are that final figures will show total exceeding 136 million sets in U. S. as of July 1, gain of better than 10% since last RAB estimate Jan. 1, 1956. With more than 96% of U. S. homes radio-equipped (many multiply equipped), biggest gain naturally is to be expected in auto radio field. RAB is thinking of making estimates every six months.

B•T

STILL feeling that A. C. Nielsen Co. short-changes radio by treating massive out-of-home audiences as "bonus" to in-home listening [B•T, June 3], American Broadcasting Network has been seriously considering dropping its subscription to Nielsen services. ABN and Nielsen brass met in New York Friday after network served notice of this intent. Added complication: Nielsen's plan to boost its rates. Friday negotiations apparently settled nothing. Latest word was that talks would continue and that final outcome might not be known for weeks or even months. NBC also is re-evaluating radio rating services situation. Top official said NBC is concerned about "horse and buggy" techniques applied to today's medium.

B•T

SCHOOL TO START • Sylvester L. (Pat) Weaver's refurbished *Ding Dong School* will go into session after all. Dr. Frances Horwich will return to tv Aug. 26 with 14-city lineup for 52-week contract. Taylor-Reed Corp. (for Cocoa-Marsh) is only advertiser signed so far, but it's understood that dozen others are interested in participating.

B•T

KEY stations include WABD (TV) New York, WTTG (TV) Washington, and WGN-TV Chicago. Other cities reportedly carrying Ding Dong *(Mon.-Fri., 10-10:30 a.m.) will be Baltimore, Cincinnati, Cleveland, Detroit, Hartford, Indianapolis, Milwaukee, Minneapolis, Philadelphia and St. Louis. Meanwhile, Mr. Weaver's first venture with ex-NBC star Sid Caesar will be announced this week; it involves Hollywood motion picture production.*

B•T

LAST PUSH • Herculean effort to clean up tv docket cases awaiting final decision was made at FCC meeting last Thursday —final session presided over by George C. McConnaughey prior to expiration of his term last weekend. FCC made passes at four of six cases, deciding one and holding in abeyance action on three others.

B•T

HERE's how it went: Ch. 2 San Francisco to Pabst-Ingrim group, finalizing previously announced instructions; ch. 4 Pittsburgh stalemated on merger proposal involving KQV and WCAE Inc.; ch. 7 Seattle, considered previous week with no definitive results involving KIRO, KXA and KVI, passed over; ch. 7 Buffalo, involving competitive applications of WKBW, Great Lakes Television Inc. and Greater Erie Broadcasting Co. (WWOL), ordered reopened for further testimony involving financial aspects not previously covered in record. Other two cases awaiting final decision involve ch. 2 Ponce, P.R., and ch. 13 Biloxi, Miss.

B•T

ONE DOWN, ONE UP • Strike George R. Perrine, chairman of Illinois Public Service Commission as candidate for FCC McConnaughey vacancy and add: Bernard Katzen, 56, New York attorney and prominent Republican, who has served under Dewey-Brownell and Leonard Hall in state politics, and Frank J. Meistrell, commissioner, Federal Flood Indemnity Administration. Also regarded as definitely under consideration is FCC General Counsel Warren E. Baker. Mr. Perrine told B•T he had declined commissionership after Comr. John C. Doerfer had been named chairman. Mr. Perrine revealed he originally had been offered chairmanship last April and rejected invitation, saying that he was satisfied with his status.

B•T

WHEN John C. Doerfer takes over chairmanship of FCC today (Monday) he will carry along with him his present office group comprising Evelyn F. Eppley, legal assistant; James B. McElroy, engineering assistant, and Mrs. Patricia C. Siemien, confidential assistant. It's also expected he will appoint administrative assistant (probably to handle legislative liaison).

B•T

NEW AGENCY • Executive personnel at Edward Kletter Assoc., New York, advertising agency, planning to form new agency to be called Parkson Adv., which will move into new quarters at 400 Park Ave. some time this month. Ed Kletter will be president and Franklin Bruck executive vice president of new agency. Pharmaceuticals Inc., primary client of Kletter and heavy tv user, is slated to be one of many at Parkson.

B•T

IN SPITE of Rep. Emanuel Celler's (D-N. Y.) promise of "action" on his bill (HR 8277) designed to bring radio-tv under Robinson-Patman and Clayton anti-trust laws, no approval is expected during present term of Congress. Rep. Celler's subcommittee and staff currently are tied up with baseball hearings (story page 59), and end of 85th session of Congress is too close to permit House action.

B•T

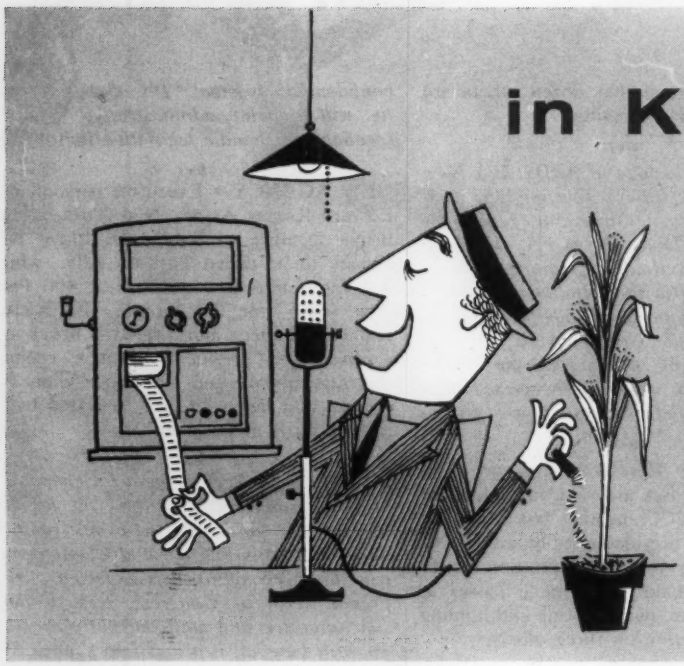
TAINTED MONEY • Radio-Tv Committee of People-to-People project is treading water until permanent structure of overall 41-committee organization, espoused by President Eisenhower, is set up. Initial funds have been advanced on "loan" basis by U. S. Information Agency, contrary to understanding broadcasters had. They felt project should be private and voluntary and not under aegis of government, even temporarily. P-to-P expects large-scale financing from major foundations which, when forthcoming, probably would change attitude of radio-tv people. CBS President Frank Stanton and NARTB President Hal Fellows are co-chairmen of radio-tv.

B•T

IN NEGOTIATION • Sale underway of 45% of KFSD-AM-TV San Diego to *Newsweek* for $1.5 million plus some liabilities. Final decision is expected within fortnight. Fox, Wells & Co. (investment house) is principal stockholder in stations.

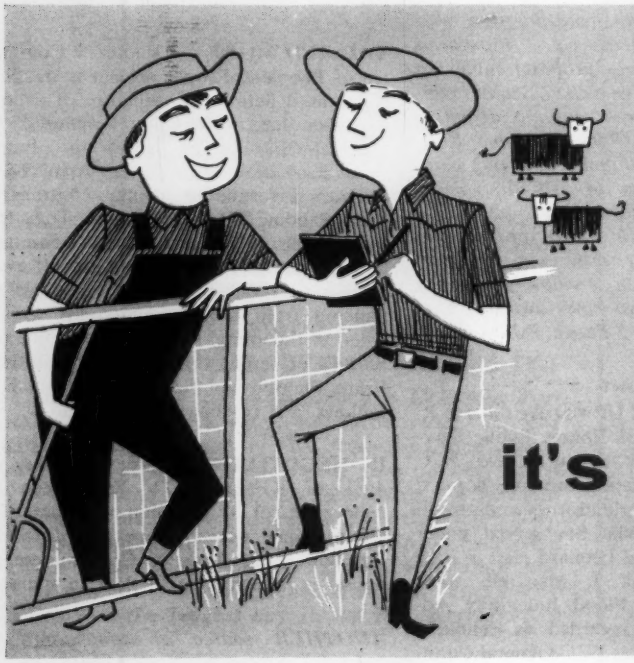
B•T

ANOTHER source of contention apparently is type of "institutional" tie-ins that should be made to promote world-wide program. Question of propriety has been raised regarding Adventures of Robin Hood *junket, arranged for Johnson & Johnson by its agency, Young & Rubicam, with plane load of about 65 newspaper-tv-radio critics to make London trip in September. There they'll attend Sept. 12 People-to-People clinic, with European program directors, and with P-to-P President Charles E. Wilson as principal speaker. Numerous other P-to-P projects also have tied in institutionally with businesses.*



in Kansas City

if you want teletype
rural reporting
there's a place to go



but if you want
on-the-spot
farm coverage
in Mid-America

it's KCMO radio*

*Director of Agriculture — Jack Jackson
Market Reporter — George Stephens
Farm Reporter — Jack Wise

KCMO-Radio	**Kansas City**	**810 CBS**
WHEN-Radio	Syracuse	620 CBS
KPHO-Radio	Phoenix	910 ABC
WOW-Radio	Omaha	590 CBS

Joe Hartenbower, General Mgr.
R. W. Evans, Commercial Mgr.
Represented nationally by Katz Agency

KCMO . . . one of Meredith's
Big 4 . . . All-Family Stations.

affiliated with Better Homes and Gardens and Successful Farming

THE WEEK IN BRIEF

LEAD STORY

Another Assault on Must-Buys, Options—Senate Commerce Committee's staff report sees monopoly in tv network practices, urges anti-trust probe. Encroachment by networks on station time draws fire. Page **27.**

ADVERTISERS & AGENCIES

Gusher Comes in For Foote, Cone & Belding—Agency suddenly gets Tidewater Oil as $4 million account quickly moves from Buchanan & Co. Page **32.**

There's A Trek to BDA—Burke Dowling Adams Inc., ups billing to $16.5 million, gains new accounts and executives from Robert W. Orr & Assoc.; BDA's principal new account, Studebaker-Packard, appears to be changing its mind about expected return to network broadcasting. Page **36.**

Revlon Wings Spread Further—Revlon Inc., mogul in consumer toiletries, branches out into ethical drug field with estimated $11 million stock purchase of 150,000 shares of Schering. Page **44.**

Detroit Goes For Sizeable Spin on Radio Networks—Radio airlanes are being crowded with competing automakers. Page **35.**

Airline Tries Stereo Music—American Airlines, which has been winging in on [good] *Music 'Til Dawn* for four years, seeks the rarified air of stereo broadcasting in an effort to modernize radio; to date, its experiments in three major cities have given industry officials pause to reflect. Page **32.**

GOVERNMENT

Doerfer Takes FCC Helm—Wisconsin Republican takes over chairmanship today. There's nothing official yet on successor to vacancy created by expiration of McConnaughey term. Page **50.**

CHMN. DOERFER

The Ex-chairman Speaks—McConnaughey bridles at Celler "aspersions," defends his administration and Commission staff and members in exclusive B•T interview. Page **52.**

More Tv's For Bay Area, Pittsburgh—FCC grants ch. 2 in San Francisco-Oakland following merger of three applicants. Pittsburgh ch. 4 grant is imminent as applicants there confer on consolidation. Page **54.**

FILM

AAP Rolls Ahead in Tv—Movie-tv hybrid producer-distributor reports on profits and potential in tv sales; eyes tv commercial production as possible new direction for its accelerating plans. Page **65.**

NETWORKS

Knode Rejoins NBC—He returns to network's station relations department, slated for vice presidency, after two-year period as vice president and tv plans board head with Edward Petry & Co. Page **48.**

Tv Network Gross Goes Up 7.6%—Publishers Information Bureau totals for May show gross billings for all networks topped $43.4 million. That brings first five months of 1957 to more than $211 million. Page **29.**

Stepup in Nighttime Tv Sales—Pharmaceuticals, Quaker Oats, and American Tobacco fill open spots in NBC-TV's nighttime fall schedule. Lever Bros. drops full hour in favor of half-hour series. NBC-TV gross billing picks up in process. Page **38.**

PROGRAM SERVICES

O'Malley's Pay-Tv Courtship—Subscription tv labeled "Frankenstein monster" in baseball hearings; Dodger President O'Malley admits agreement has been signed with Skiatron but says it is not an "operative contract." Page **59.**

ASCAP Tv Talks Start—First discussions between tv and ASCAP negotiators for new tv music licenses described as "both friendly and general." Page **62.**

More BMI-ASCAP Sparks Fly—Bing Crosby letters to Sen. Magnuson, released by Songwriters Protective Assn., charges radio-tv music is "so much trash." BMI's Burton says letter is an attempt to prejudice jury for upcoming trial. Page **60.**

STATIONS

Buckley, Jaeger Buy WHIM—Providence radio station sells for $830,000. Page **70.**

The Tv Station Situation—B•T's quarterly TELESTATUS reports on presently operating and planned television outlets. Page **91.**

MANUFACTURING

Skiatron Silent—Nobody associated with companies will comment on report that Motorola Inc. and Westinghouse Electric are working with Skiatron to mass-produce decoders and coders for pay-tv system. Page **60.**

Economy Tv Unit Offered—Hallamore Electronics Div., Siegler Corp., Anaheim, Calif., unveils new one-man tv studio complete with film, slide projectors and live camera—costing less than $15,000. Manufacturer feels this is boon to small station owners who want to "do it yourself." Page **63.**

OPINION

Casting For Commercials: An Exacting Job—The ever-interesting problems in planning commercials are described by Evelyn Barnes Peirce of J. Walter Thompson in B•T's MONDAY MEMO series. Page **101.**

DEPARTMENTS

ADVERTISERS & AGENCIES ... 32
AT DEADLINE ... 9
AWARDS ... 76
CLOSED CIRCUIT ... 5
COLORCASTING ... 19
EDITORIAL ... 102
FILM ... 65
FOR THE RECORD ... 81
GOVERNMENT ... 50
IN PUBLIC INTEREST ... 24
IN REVIEW ... 19
LEAD STORY ... 27
MANUFACTURING ... 62
MONDAY MEMO ... 101
NETWORKS ... 48
OPEN MIKE ... 12
OUR RESPECTS ... 20
PEOPLE ... 77
PROFESSIONAL SERVICES ... 64
PROGRAM SERVICES ... 59
RATINGS ... 44
STATIONS ... 70
TRADE ASSNS. ... 68
UPCOMING ... 89

AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

It's happened in Minneapolis-St. Paul

WDGY *takes over first place — and 3 surveys say so!*

May-June Hooper says it. WDGY has *25.6%* average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

June Trendex says it. WDGY has *29.9%* average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

Latest Nielsen says it. WDGY first NSI area 9 a.m.-6 p.m., Monday through Saturday.

Latest Pulse (back in March-April) said WDGY is *first* every afternoon.

Storz Station programming excitement has overturned radio listening—and *time-buying*—habits of a generation. Get details from your Blair man . . . or talk to WDGY General Manager Steve Labunski.

WDGY
50,000 watts
Minneapolis-St. Paul

5 4 3 2 1

STORZ STATIONS
TODAY'S RATIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

New Area Audience Service To Be Instituted by ARB

NEW "Area Audience Measurement" service announced last week by Roger Cooper, station relations director of American Research Bureau. Service will be done on station order, with first studies being made in Memphis, Wichita and Hartford-New Haven.

Mr. Cooper said new service will in effect measure all possible viewers to each home market station, "thereby enabling both buyers and sellers to evaluate stations on the basis of total audience delivered, program by program." Each market area survey will include all counties in which any home market station claims effective coverage, with ARB designing area measured. ARB will depart from its normal rating format by reporting audience size for each program in terms of total homes reached. Also reported will be men, women, children and viewers-per-set.

This area measurement, ARB believes, will make profound changes in timebuying techniques. No rating figure will be shown for total coverage area but ARB will continue to show ratings for its existing audience measurement reports.

On-Channel Boosters to Fill Uhf Shadow Areas Proposed

FCC is thinking of permitting on-channel boosters to fill out shadow areas of uhf stations. That was intent of Friday memorandum and notice of further proposed rule making which also: (1) rejected suggestions that presently operating unauthorized vhf boosters be regularized, and (2) that boosters be permitted to vhf stations.

Proposed rules would permit tv boosters to be operated by uhf stations to fill in shadow areas within Grade A contours. They would not permit stations to extend normal service area. Operation would be restricted to parent tv licensees.

Power of tv boosters would be limited to that required to provide a 5 uv/m signal at farthest boundary of principal community served, but not more than maximum 5 kw output will be approved.

Where service from booster-type operation is desired in areas outside normal service area of uhf or vhf stations, Commission recommended use of tv translators.

Comments on proposed booster rule requested by Aug. 1.

Weiss & Geller Expands to Miami

WEISS & GELLER Inc., New York, today (Monday) opens Weiss & Geller Inc. of Florida with offices at Parkleigh House, 530 Biscayne Blvd., Miami. Jerome Dobin, president of Dobin Adv., New York, has been named president of Florida office, and Dr. Max A. Geller, president of W&G, N. Y., is Florida board chairman.

CBS 'Welcomes' Further Study; NBC, ABC Silent on Report

COMMENTING on the staff report of the Senate Committee on Interstate & Foreign Commerce (story page 27), spokesman for CBS Inc. said: "This most recent staff report of the Senate Committee on Interstate & Foreign Commerce makes few final recommendations but suggests instead that the issues deserve further study. We welcome this procedure. The problems of network broadcasting are complex. CBS will continue to give the committee every cooperation, as we have in the past, in an effort to arrive at what is best in the public interest." NBC and ABC declined comment.

Goodwin Drops Paramount Posts

BERNARD GOODWIN, president of Dumont Broadcasting Corp. (WABD [TV] New York, WTTG [TV] Washington and WNEW New York), has resigned from all Paramount Pictures activities to devote full time to his DuMont post, it was disclosed Friday. Mr. Goodwin, who is board member and on executive committee of DuMont Broadcasting, also is secretary of Allen B. DuMont Labs; was vice president and general manager of all Paramount Pictures' publishing subsidiaries, vice president of Paramount Tv Productions Inc. (KTLA [TV] Los Angeles) and business manager of Paramount's Short Subjects Productions. Arthur Israel Jr. was elected Friday as vice president of Famous Music Corp. and Paramount Music Corp. succeeding Mr. Goodwin in music posts.

Chesler, Hyman Reelected

LOUIS CHESLER reelected board chairman of Associated Artists Productions Corp. at annual meeting in Wilminton, Del. Other members of board also reelected including Eliot Hyman, who is president of AAP Inc. and general manager of parent corporation. Herman J. Zittau, comptroller, was added to board.

ANOTHER RADIO SERVICE

SWITCHBOARD OPERATOR'S inspiration may become regular policy at Radio Advertising Bureau's headquarters. Telephone caller last Friday, holding on while executive wound up another telephone conversation, was told by operator Nancy Sheehan: "While you wait I'll keep the switch open and you can listen to the radio." RAB officials, impressed with this simple form of promoting their medium, quickly moved to make procedure standard.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

SINGER SALE SET • Singer Sewing Machine Co., N. Y., signed for alternate weeks of *The Californians*, Tues., 10-10:30 p.m. on NBC-TV [B•T, June 17]. Network expects to sign another advertiser for other week shortly. Young & Rubicam, N. Y., is agency.

JOINS NCAA SPONSORS • Libby-Owens-Ford Glass Co., Toledo, signed as third sponsor for the nine National Collegiate Athletic Assn. football games this fall on NBC-TV (Saturdays). Others signed: Sunbeam Products and Bristol-Myers. Libby-Owens-Ford also considering alternate-week sponsorship of half-hour fall series and is negotiating with both NBC-TV and CBS-TV. Fuller & Smith & Ross, N. Y., is agency.

EXQUISITE FATTENS BUDGET • Exquisite Form Brassiere Inc., N. Y., will more than double its advertising budget in television this fall, allocating several million dollars for three "special" shows [B•T, June 3] and spot deal with NTA package. Agency, Grey Adv., N. Y., is considering time periods from both NBC-TV and ABC-TV for spectaculars in fall.

REDSKINS INVADE SOUTHWEST • American Oil Co., N. Y., (Amoco gas), planning to sponsor Washington Redskins football games on radio network of its own creation through Southwest. Agency is Joseph Katz Co., N. Y., which is asking for availabilities on stations it plans to line up for games.

GROVE, NBC RADIO HUDDLE • NBC Radio expected to announce signing of massive contract with Grove Labs, St. Louis, initially involving $600,000 net but possibly going as high as $1 million. Grove, for Fitch hair products (Harry B. Cohen Adv., N. Y.), Bromo-Quinine (Gardner Adv., St. Louis) and No-Doz (Garfield & Assoc., S. F.), has asked for spread on practically all NBC radio programs, weekday and weekend. Purchase reportedly becomes effective early September for Fitch, with B-Q kicking off Sept. 30.

MBS GETS AN L & M • Network radio gets more than $40,000 gross billing (no discounts but commissionable) via purchase on MBS by Liggett & Myers Tobacco Co. (L & M filter cigarettes). L & M's buy, via Dancer-Fitzgerald-Sample, N. Y. gets underway Wednesday and runs eight weeks through Aug. 26.

Continues on Page 10

at deadline

Comments Asked on Proposal To Lift Ch. 12 From Erie

FCC issued proposed rule-making Friday to move ch. 12 out of Erie, Pa.—where it is now occupied by Edward Lamb's WICU (TV)—and asked for comments by Aug. 1. Notice asked for comments on following proposals: (1) Move ch. 12 from Erie to Cleveland, Ohio; (2) move ch. 12 from Erie to Akron-Cleveland, specifying location of ch. 12 in Clarksburg, W. Va., south of that city, or moving ch. 12 from Clarksburg to Weston, W. Va., and ch. 5 from Weston to Clarksburg; (3) delete ch. 12 from Flint and assign it to Saginaw - Bay City - Flint. Commission rejected proposal to shift ch. 12 from Flint to Ann Arbor, Mich. Comrs. McConnoughey and Bartley abstained.

In other allocations moves, Commission invited comments by July 12 to:

• Move of ch. 7 from St. Cloud, Minn., to Alexandria, Minn., and ch. 36 from Alexandria to St. Cloud. Comr. Lee absent.

• Move ch. 16 to Ephrata, Wash.; substitute ch. 31 for ch. 25 in Kennewick, Wash.; substitute ch. 25 for ch. 31 in Richland, Wash., and change offset carrier on ch. 16 Port Angeles, Wash., from minus to plus.

• Assign ch. 16 to South Bend, Ind., from Aurora, Ill.; substituting ch. 75 for ch. 16 in Aurora.

WQOK, KNAC-TV Sales Among 15 Approved by FCC

FCC granted 15 station sales Friday, among them:

• WQOK Greenville, S. C. (5 kw on 1440 kc) sold by Albert T. Fisher Jr. and Joe Speidel III to Dick Broadcasting Inc. (James A. Dick and wife) for $125,000. Mr. Dick owns WIVK Knoxville, Tenn.

• KNAC-TV Fort Smith, Ark (ch. 5), 50% interest sold to Harry Pollock and Harry Newton Co. by Salome S. Nakdimen, widow of H. S. Nakdimen, for $61,500. Sale of other 50% to George T. Heinreich involved in litigation brought by Southwestern Publishing Co. (ch. 22 KFSA-TV Fort Smith) which charged it held option to buy other 50%.

WHAS-TV Bid in Hearing

BID to put up 2,000 ft. tower, requested by ch. 11 WHAS-TV Louisville, Ky., designated for hearing by FCC Friday. Application, filed in 1955 by *Louisville Courier-Journal* station asked for site near Lexington, Ky., to which Lexington tv outlets objected. WHAS-TV also failed to secure airspace approval for various locations, bringing station demand that FCC order airspace organizations to find site. Lexington stations WLEX-TV and WLAP-TV, both uhf, made parties to hearing by Commission.

Guild Drops WMBV-TV Bid; KTBS, KSEI Being Sold

GUILD Films Co. President Reub Kaufman Friday confirmed reports film company had withdrawn 1956 offer to buy ch. 11 WMBV-TV Marinette, Wis.; even though FCC approved sale and denied protest by Green Bay stations.

Mr. Kaufman told B•T that original owners continue in operation and management and that Guild Films decided it is not feasible to be both broadcaster and film supplier. He said decision was made "just a few days ago," following culmination of 14 months of litigation over protest action. He added that "as a matter of policy Guild does not contemplate entering any station ownership or operation in the future."

Guild bought tv station and am adjunct WMAM Marinette for total consideration of $600,000 from M&M Broadcasting Co. (William E. Walker, Joseph Macklin and associates). Sale was approved in mid-1956, but suspended following protests. Protests were denied several months ago.

Also announced Friday was sale of KTBS Shreveport, La. (10 kw day, 5 kw night on 710 kc) by E. Newton Wray and associates to Gordon B. and Barton R. McLendon for $200,000. Transaction, subject to usual FCC approval, handled by Hamilton, Stubblefield, Twining & Assoc. McLendons own KLIF Dallas, KILT Houston and KTSA-AM-FM San Antonio, and have offered to build tv station in Ireland [B•T, June 24].

And on Friday application for sale of KSEI Pocatello, Idaho (5 kw on 930 kc), and cp for ch. 6 from Henry H. Fletcher to Pioneer Broadcasting Co. for almost $120,000 filed with FCC.

• BUSINESS BRIEFLY

Continues from page 9

BOOKINGS FOR BOOKS • Black's Readers Service Co., Roslyn, L. I., understood to be planning spot radio campaign to promote sale of books this summer. Number of markets to be used undetermined. Agency: Schwab & Beatty, N. Y.

STAY WITH 'PANIC' • Liggett & Myers Tobacco Co. (Chesterfield) and Max Factor Co., alternate-week sponsors of *Panic* on NBC-TV in Tues. 8-8:30 p.m. EDT, will continue period through summer with *Panic* repeats to Sept. 10. Chesterfield agency is McCann-Erickson; Factor agency is Doyle Dane Bernbach, both N. Y.

SALVO IN 20 MARKETS • Youngstown Kitchens, Warren, Ohio, through Grey Adv., N. Y., buying radio spot announcement campaign in 20 scattered markets, starting this month.

PEOPLE

VICTOR G. BOEDE, group head, Benton & Bowles, N. Y., appointed member of plans board as copy chief of agency. **OTTO PROCHAZKA,** senior copy supervisor, made member of plans board and writers **BETTY PIKE, DOROTHY WITNEY** and **NORTON WOLF** named copy supervisors.

AL SPEAR resigned Friday as staff announcer of KUTE Glendale, Calif., to become general manager of KUTY Palmdale, Calif., 1 kw daytimer which expects to begin broadcasting next month.

JOHN FREDERICK CUNDIFF, sales manager, KCRG-TV Cedar Rapids, Iowa, joins WNHC-AM-FM-TV New Haven-Hartford as sales manager today (Mon.).

FUNERAL SERVICES will be held today (Mon.) at Christ Church, Short Hills, N. J., for **ELLIOTT BOWLES,** 43, president of Whitehall Pharmacal Co. N. Y., who died Thursday of cancer at Memorial Hospital.

Two Longtime Tv Grantees Asked Why They Never Started Operating

FCC Friday called on two tv grantees to explain why they are not on air, while at same time it returned applications for same facilities, subject to future retendering.

It advised Oregon Radio Inc. (KSLM-TV Salem) to apply for hearing within 20 days for extension of ch. 3 construction permit granted firm in 1953. Commission simultaneously returned Salem Television Co.'s application to broadcast on same channel.

Similar warning was sent to Chinook Television Co. which has expired construction permit to operate on ch. 23 in Yakima. At same time, Commission returned application of Yakima Television Corp. to operate on same channel there.

ZBM-TV to Join CBS-TV

ZBM-TV Pembroke, Bermuda, will join CBS-TV about Nov. 7 as non-interconnected station under Extended Market Plan, according to Edward P. Shurick, CBS-TV vice president and director of station relations. ZBM-TV is owned by Bermuda Radio & Television Co.

Toledo Educ. Tv Granted

NEW noncommercial educational tv station to operate on ch. 30 was granted by FCC Friday to Greater Toledo Educational Television Foundation Inc., Toledo, Ohio.

TelePrompTer Stock Split Proposed

BOARD of directors of TelePrompTer Corp. has called special meeting of stockholders to be held July 15 to consider increase of capital stock and two-and-half-for-one stock split. Irving B. Kahn, chairman and president, stated that, if approved by stockholders, split will be effective on day of meeting. Mr. Kahn further stated that management believes this will result in greater investor interest in common stock of TelePrompTer and result in broader view of "vigorous expansion program now under way," company said. No additional financing, however, is contemplated at present.

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · SAN JUAN · LONDON

It makes a happy sound when millions of people all over the country click on their TV sets to watch your show.

And it's an even happier situation when these viewers "tune in on" your sales message.

If you've made your *salesmanship* as compelling as your *showmanship*, viewers will not only react favorably—they'll go out and *buy*.

July 15*
is
FINAL
DEADLINE
for
ADVERTISING
COPY
for the
1957-58
TELECASTING
YEARBOOK-
MARKETBOOK
*Since the Yearbook is "pasted-down" July 8, please call MEtropolitan 8-1022, collect, for last-minute reservations. Advertising copy can follow.
15,000 circulation covers practically all TV buyers.

Likes Pre-testing Feature

EDITOR:

Many thanks for the feature on our pre-testing service [B•T, June 24].

I was particularly impressed with the manner in which your writer sifted, culled and molded many pieces of scattered information I gave him into a factual, flowing, informative article which, I'm sure, developed a fair amount of interest in the trade. Material of this nature, in my opinion, can best be delivered to the industry through such exposure.

George K. Gould
Telestudios Inc.
New York

Abbreviated in Error

EDITOR:

. . . [In] a story on our new 99 Group in the Sacramento-San Joaquin Valley [B•T, June 24] . . . the head writer designated the article "H-R Packages 6 California Stations."

I am sure you realize that Headley-Reed and H-R are two separate and distinct organizations and that H-R has nothing whatsoever to do with the new California Valley Group. As a matter of fact, they are competitive in certain areas which I believe will make the story even more confusing. In addition, the station in Visalia, Calif., is KONG, not KTNG.

John H. Wrath
Executive Vice President
Headley-Reed Co.
Chicago

Not So 'Exclusive'

EDITOR:

The deal concluded between Paul Venze Assoc. and Screencraft Pictures [B•T, June 24] giving Charles Antell "exclusive rights" for *Judge Roy Bean* is for 50 markets and a six-month period of time. Furthermore, the Mickey Rooney programs were not acquired in this deal although negotiations are in progress for Venze to offer Rooney as a package with *Judge Roy Bean* but on a non-exclusive basis.

Sy Eichman
Publicity Director
Screencraft Pictures
New York

Five Supported It

EDITOR:

In B•T June 24, page 70, an error of transposition was made when you quoted the AMST summary of the comments filed by the industry in connection with Docket No. 12005, the proposed rule making procedure which, for all practical purposes, would abandon the Table of Television Assignments.

In the category, "Networks and Organizations," we found that five groups as a practical matter supported the retention of the Table of Assignments, and two groups supported its abandonment.

Your article represented this as being just the opposite.

Lester W. Lindow
Executive Director
Association of Maximum Service Telecasters Inc.,
Washington, D. C.

Another Successful House Call

EDITOR:

We were extremely interested to note that KDKA-TV features a *House Call* program [B•T, June 17]. Our own highly successful *House Call* has been on the air since February 1955 and has earned many thanks from local medical authorities for its coverage of such topics as "Heart Attack," "The Menopause," "Industrial Medicine," "Who's Getting Old" and "Home Hazards."

Bill Schubert
Director, Promotion-Publicity
WVET-TV Rochester, N. Y.

Naturally, Fla. Had to Answer

EDITOR:

We read with interest [B•T, June 24] . . . that the creative staff of Charles Bowes Advertising Inc., Los Angeles, held its first creative clinic at the Sheraton-Town House swimming pool.

According to Chuck Bowes, agency president, it was a great success, and Mr. Bowes recommended the practice to other agencies.

At Soundac we would like to second his recommendation. In fact, again I think Florida has gone California one better. Our entire offices and production studios are built around a beautiful enclosed pool and patio.

It's all for the relaxation of our staff of artists who produce some of the finest animated programs and commercials in America, and for the pleasure of our clients.

It's nice that a California agency can enjoy a once-a-year creative session at poolside . . . but here in Miami, we have a tv film production company that creates at poolside every day of the year.

Robert D. Buchanan
President
Soundac Productions Inc.
Miami, Fla.

A 'Rock' About Rockford

EDITOR:

. . . I notice the bulletin, "Hope Group Buys Peoria V" [B•T, June 17].

If anything arouses the ire of a Rockfordian, it is to be compared with, associated with, or otherwise related to Peoria or to Rock Island.

Aside from this, when did the FCC allocate v station to Peoria?

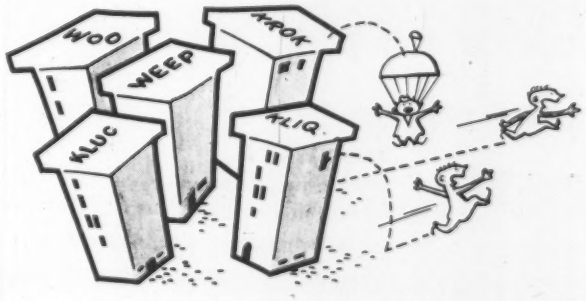
E. Kenneth Todd
President
Rockford Morning Star *and*
Register-Republic
Rockford, Ill.

[EDITOR'S NOTE: The news story itself (page 90) correctly identified WREX-TV as being in Rockford, the "Week in Brief" capsule (Page 7) was in error.]

We really KILT 'em in Houston!

FROM LAST TO FIRST IN THIRTY DAYS: HOOPER!

Communique No. 1, OPERATION **KILT,** 15 June 1957: In its first public announcement since the call letters were changed from KLBS to **KILT** in Houston on M Day (14 May 1957), Time Buyers' Headquarters for the Greater Southwest reports complete devastation of the pre-**KILT** radio picture in Houston. The super-strategy of **KILT**'s high command, headed by General Bill Weaver, developed with military precision in the tough KLIF Dallas and KTSA San Antonio sectors, has sent the opposing forces reeling. On 14 May, **KILT** was last in Houston with only 4.6% of the all-day average audience (May '57 Hooper). Just thirty days later, on 15 June, **KILT** had rocketed from last to first with 30.5% of the all-day average audience (June '57 Hooper). *It's a new world's record — thirty days from last to first!*



affiliated with

KLIF/DALLAS and KTSA/SAN ANTONIO

*The big K is 50,000 watt KSL radio, the *best seller* in the big and booming greater Salt Lake Market. It's a market that includes KSL,s leadership in metropolitan areas as well as dominance of the eager-to-buy thousands in smaller cities and towns, a market area of 1,671,200 people. It's 111 counties† in 8 states where people are reached and sold by KSL radio.

†*Nielsen: 40 to 100 percent coverage*

BEST SELLER

THE BIG K KSL RADIO

50,000 WATTS
CBS for the Mountain West
Represented by CBS
Radio Spot Sales

Reaches and sells a GREATER SALT LAKE!

Broadcasting Publications Inc.

Sol Taishoff, President · Maury Long, Vice President · Edwin H. James, Vice President
H. H. Tash, Secretary · B. T. Taishoff, Treasurer · Irving C. Miller, Comptroller

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters

Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald
NEWS EDITOR: Donald V. West
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITORS: Earl B. Abrams, Harold Hopkins
ASSISTANT EDITOR: Dawson Nail
STAFF WRITERS: Wm. R. Curtis, Jacqueline Eagle, Jere McMillin, Myron Scholnick, Ann Tasseff
EDITORIAL ASSISTANTS: Hilma Blair, Robert Connor, Rita Cournoyer, Frances Pelzman, Dave Smith
LIBRARIAN: Catherine Davis
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS
VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Doris Kelly
ADVERTISING ASSISTANTS: Ada Michael, Jessie Young
COMPTROLLER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadi

CIRCULATION & READER'S SERVICE
MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Gerry Cleary, Christine Harageones, Charles Harpold, Marilyn Peizer

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
BUREAU NEWS MANAGER: Lawrence Christopher
AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
STAFF WRITERS: Frank P. Model, Diane Schwartz, Sally Ann Olansky
Business
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3148
SENIOR EDITOR: Bruce Robertson
WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas
Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

SUBSCRIPTION INFORMATION

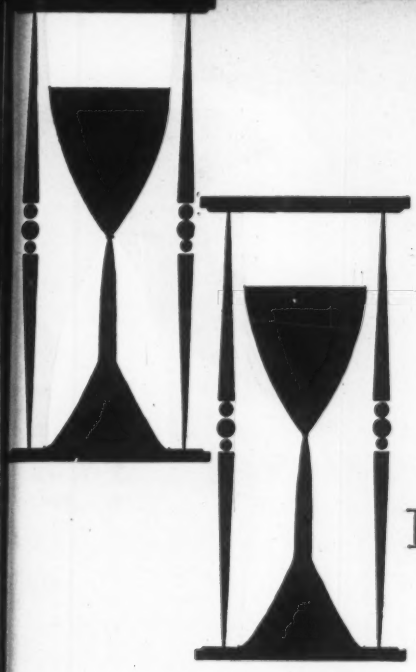
Annual subscription for 52 weekly issue: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office
Copyright 1957 by Broadcasting Publications Inc.

We
KBC
KGM
KEX
KIR



To the next 25 years

These radio broadcasters look forward to new opportunities and responsibilities as their pioneer National Representatives

PETERS, GRIFFIN, WOODWARD, INC.

enter their next 25 years of providing service to advertisers and their agencies.

RADIO STATIONS

West

KBOI—Boise	5,000
KGMB-KHBC—Honolulu-Hilo	5,000
KEX—Portland	50,000
KIRO—Seattle	50,000

Midwest

WHO—Des Moines	50,000
WOC—Davenport	5,000
WDZ—Decatur	1,000
WDSM—Duluth-Superior	5,000
WDAY—Fargo	5,000
WOWO—Fort Wayne	50,000
WIRE—Indianapolis	5,000
KMBC-KFRM—Kansas City	5,000
WISC—Madison, Wis.	1,000
WMBD—Peoria	5,000

Southwest

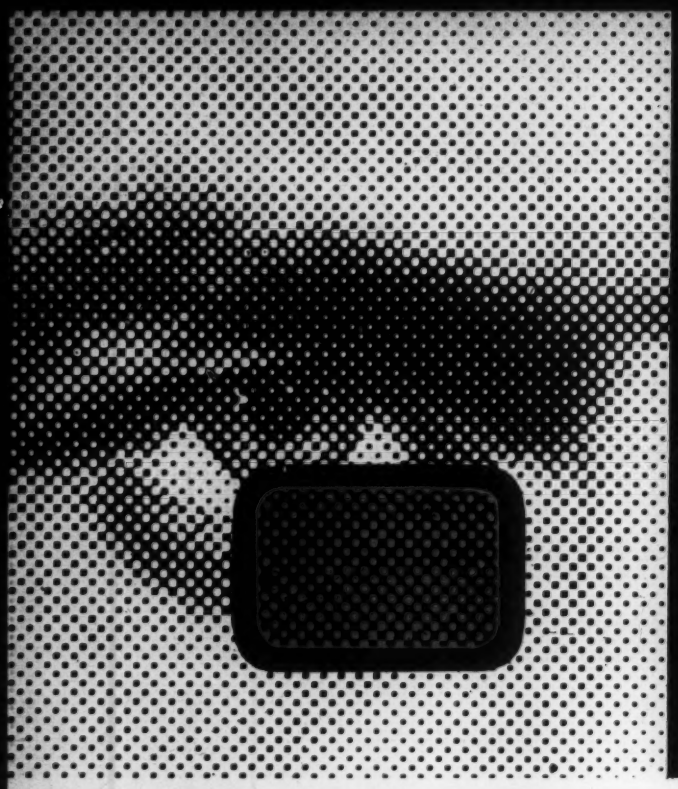
KFDM—Beaumont	5,000
KRYS—Corpus Christi	1,000
WBAP—Fort Worth-Dallas	50,000
KENS—San Antonio	50,000

East

WBZ + WBZA—Boston and Springfield	51,000
WGR—Buffalo	5,000
KYW—Cleveland	50,000
WWJ—Detroit	5,000
WJIM—Lansing	250
KDKA—Pittsburgh	50,000

Southeast

WCSC—Charleston, S. C.	5,000
WIST—Charlotte	5,000
WIS—Columbia, S. C.	5,000
WSVA—Harrisonburg, Va.	5,000
WPTF—Raleigh-Durham	50,000
WDBJ—Roanoke	5,000

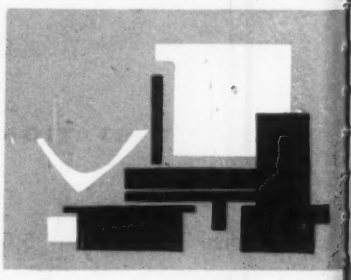


to the next 2

At 11:00 AM (E.S.T.), February 15, 1957 United States population passed the 170 million mark. On February 15, 1982 the population will approximate 225 million.

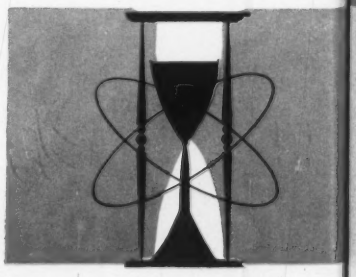
Never again will U. S. workers have only 170 million people to provide for. During the next 25 years, the sale of food, clothing, housing, cars, appliances—everything—will dwarf the biggest years we've known.

4,200,000 babies in 1956 (approx.)
6,375,000 babies in 1982 (est.)
1,110,000 new houses in 1956 (approx.)
2,300,000 new houses needed during 1982 (est.)



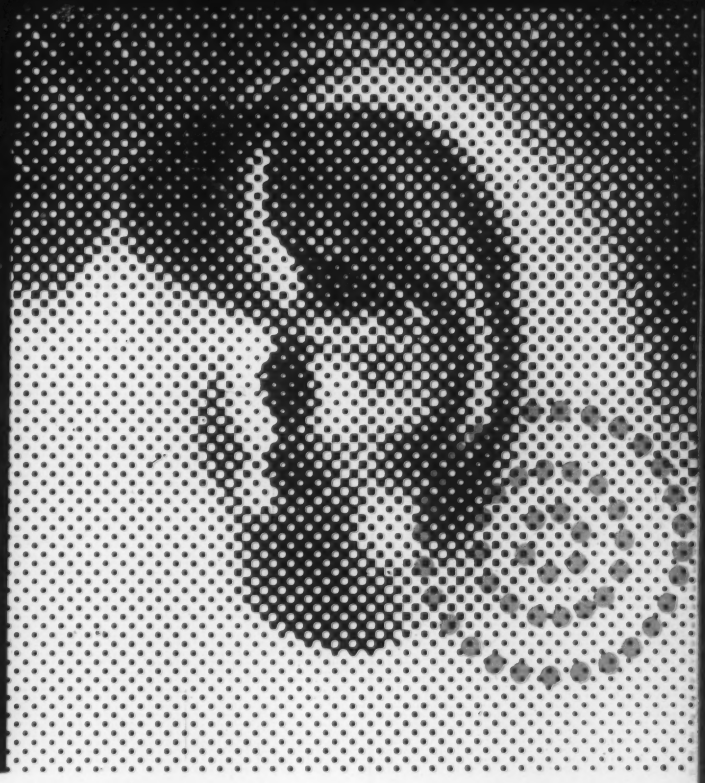
Broadcasting's bright opportunities are charted through trends toward more leisure time—urban decentralization—and greater needs for better and more efficient advertising patterns. Broadcasting's greatest opportunity to sell, and serve, lies ahead.

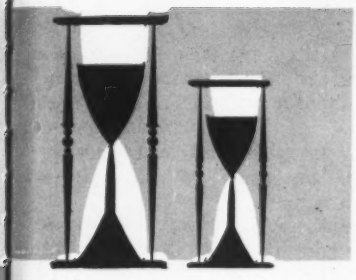
$9.1 billion spent for advertising in 1956 (approx.)
$12.6 billion will be spent in 1982 (est.)



SOURCES: The population and product data on the preceding pages are projections of long range forecasts reported in the December 22, 1956, Kiplinger Washington Letter and "Tomorrow is a Big Market" prepared by the Associated Business Publications. Radio and television set forecasts are from broadcasting industry sources.

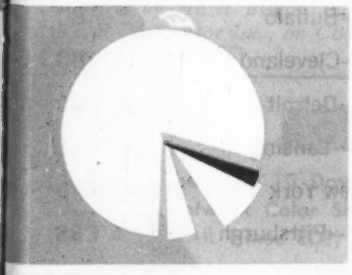
25 years





Opportunity means responsibility to these bigger audiences. As Broadcasters we pledge our best efforts to provide—better news—higher levels of entertainment—more events of public importance and community interest.

In 1956 U.S. homes with color TV passed 100,000
58 million will have color TV in 1982 (est.)
128 million home and car radio sets in 1956 (approx.)
100 million people will carry personal radio sets in 1982 (est.)



Opportunity means responsibility to advertisers. As exclusive Station Representatives P.G.W. pledges its best efforts toward simplifying the use of spot broadcasting—assembling meaningful market information—maintaining accurate station data.

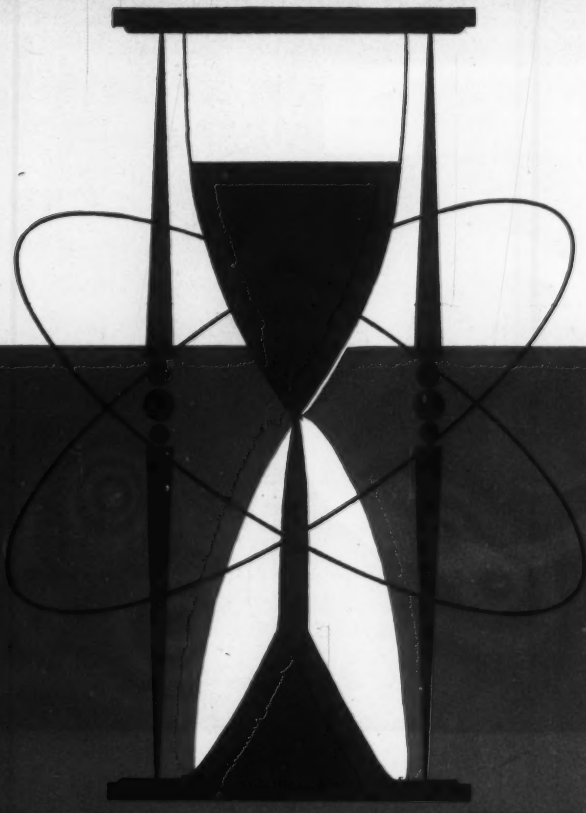
U. S. population will increase 33⅓% by 1982 (est.)
Some market areas will increase 150% (est.)

The radio and television stations listed on these pages salute their Pioneer National Representatives

PETERS, GRIFFIN, WOODWARD, INC.

as the company enters its second twenty-five years. . . . . .

To the next 25 years



these television broadcasters look forward to new opportunities and responsibilities as their pioneer National Representatives

PETERS, GRIFFIN, WOODWARD, INC.

enter their next 25 years of providing service to advertisers and their agencies.

TELEVISION STATIONS

West	Channel
KBOI-TV—Boise	2 CBS
KBTV—Denver	9 ABC
KGMB-TV—Honolulu KHAU-KHBC-TV	9 CBS
KRON-TV—San Francisco	4 NBC

Midwest	Channel
WHO-TV—Des Moines	13 NBC
WOC-TV—Davenport	6 NBC
WDSM-TV—Duluth-Superior	6 NBC
WDAY-TV—Fargo	6 NBC-ABC
KMBC-TV—Kansas City	9 ABC
WISC-TV—Madison, Wis.	3 CBS
WCCO-TV—Minneapolis-St. Paul	4 CBS

East	Channel
WBZ-TV—Boston	4 NBC
WGR-TV—Buffalo	2 ABC
KYW-TV—Cleveland	3 NBC
WWJ-TV—Detroit	4 NBC
WJIM-TV—Lansing	6 ALL
WPIX—New York	11 IND
KDKA-TV—Pittsburgh	2 CBS
WROC-TV—Rochester	5 NBC

Southwest	Channel
KFDM-TV—Beaumont	6 CBS
KRIS-TV—Corpus Christi	6 NBC
WBAP-TV—Ft. Worth-Dallas	5 ABC-NBC
KENS-TV—San Antonio	5 CBS

Southeast	Channel
WCSC-TV—Charleston, S. C.	5 CBS
WIS-TV—Columbia, S. C.	10 NBC
WSVA-TV—Harrisonburg, Va.	3 ALL
WFGA-TV—Jacksonville	12 CBS
WTVJ—Miami	4 CBS
WDBJ-TV—Roanoke	7 CBS

THE JIMMY DEAN SHOW

HAZEL BISHOP staked its claim to our great American heritage June 22 with the first evening installment of *The Jimmy Dean Show*. Perhaps Mr. Dean and his associates are more at home performing with the roosters in the morning, but whatever the reason, it appears that Mr. Dean's country music offerings fare much better in the sunlight of morning, than under the more-exacting spotlight of evening viewing.

A habitual user of such phrases as "By nab!" Mr. Dean started his show off with a telegram from Hazel Bishop and a song that was more from the heart than the larynx. Mr. Dean's sing-song baritone was supplemented by a bevy of comely young ladies wearing print dresses and unreasonably happy smiles.

One of the more personable of the girls, Jan Crockett, sang a duet with what must have been the strangest looking dummy ever to appear before the public. Bags under his eyes, wrinkled brow and tousled hair, Alec Houston's Elmer rolled his eyes appropriately and sang with a fervor unfamiliar to most woodenheads.

Guest vocalist Georgia Gibbs writhed through a rock and roll type number, exuding enough personality for several shows. She followed this up with a contest-duet with Mr. Dean in which she succeeded in drowning him out completely, while he managed to cover her face with the rhythmic swinging of his hands.

Taking a cue from Steve Allen, Mr. Dean mingled with his audience seated in the bleachers, and with a gesture to his maestro, Marvin, led them in "You Are My Sunshine." The show was closed with an "inspirational" song, "Prayer Meetin' Time in the Hollow."

Whether or not *The Jimmy Dean Show* will sell Hazel Bishop products remains to be seen. The drab camera work and disconnected format do not tend to enhance the show, which could perhaps best be summarized in Mr. Dean's own words: "Always an hour late, and a dollar short."

Production costs: Approximately $13,500. Sponsored by Hazel Bishop Inc., through Raymond Spector Inc., on CBS-TV, Sat., June 22, 10:30-11 p.m. EDT.
Principals: Jimmy Dean, Jan Crockett, Country Lads, Texas Wildcats and guest star Georgia Gibbs.
Producer: Bob Clarkson.
Director: Clark Pangle.

BOOKS

BASIC VOICE TRAINING FOR SPEECH, by Elise Hahn, Charles W. Lomas, Donald E. Hargis and Daniel Vandraegen; 253 pp.; McGraw-Hill Book Co., 330 W. 42nd St., New York 36; $4.75.

IN this second edition, the text has been reorganized for sharper delineation of ideas and improvement of sequence. As before, the book provides an elementary treatment for college courses. It is designed to help in improving the speaking voice through better understanding of physical, physiological and psychological factors affecting the voice, integrated with drill in voice usage.

RADIO OPERATOR'S LICENSE Q & A MANUAL, by Milton Kaufman; 720 pp.; John F. Rider Publisher Inc., 116 W. 14th St., New York 11; $6.60.

THIS is the sixth edition of the manual and includes all the latest question revisions, renumbering and deletions made by the FCC. Discussion of many of the questions has been amplified to supply the reader with maximum background information. The author was formerly instructor at RCA Institutes.

TRANSISTOR CIRCUIT ENGINEERING, edited by Richard F. Shea; 468 pp.; John Wiley & Son Inc., 440 Fourth Ave., New York 16; $12.

WRITTEN by eight members of the General Electric staff, pioneers in transistor research, this work has a place of authority in the field. It shows how transistor theory can be put to work in typical circuits. It provides necessary tools for doing actual circuit designs and developing usable circuits in all potential fields of application. In addition, the book provides data on the newest developments and their application in broad new fields.

COLORCASTING

The Next 10 Days Of Network Color Shows (All Times EDT)

CBS-TV

Color schedule cancelled for summer period.

NBC-TV

July 1-5, 8-10 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

July 1-5, 8, 10 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

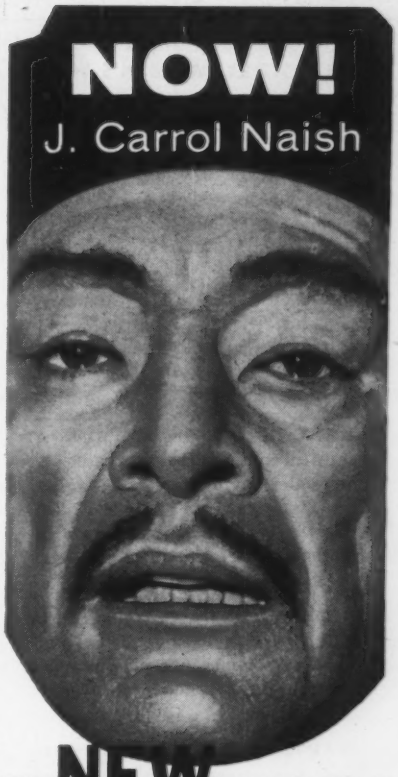
July 1, 8 (9:30-10 p.m.) *Arthur Murray Party*, Bristol-Myers through Young & Rubicam.

July 3, 10 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

July 4 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

July 6 (8-9 p.m.) *Julius La Rosa Show*, participating sponsors.

July 7 (9-10 p.m.) *Alcoa Hour*, Aluminum Co. of America through Fuller & Smith & Ross.



The NEW adventures of
CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

CASE HISTORY - WOMEN'S WEAR

SALLY IS 19 THIS SUMMER. A beautiful and healthy 19, thanks to the tender, loving care of her folks, The Zuckerman Family of Los Angeles, and the solid nutrition of Southern California radio advertising.

THE ZUCKERMAN'S founded the Sally Shops in 1938, to bring high fashion to women in their own residential neighborhoods, at popular prices.

STARTING WITH ONE STORE, Sally has grown to 15 throughout Los Angeles, San Bernardino and Ventura counties. Sally radio advertising has increased every year, and so have Sally sales.

"RADIO GETS OVER 90% of our year-round ad budget", says partner and ad manager Marvin Zuckerman. "We use five stations 52 weeks, with direct mail and newspapers supplementing them for special events."

WRITES JOHN BAINBRIDGE, account executive, Tilds & Cantz Advertising Agency: "Our three-year-old morning newscast, daily jingles, and weekend programs on KBIG make The Catalina Station an ideal day-after-day selling tool of Sally merchandising. KBIG gives us the *quantity* of a signal covering all our stores, plus the *quality* of a top-notch award-winning program and news department."

YOUR WEED MAN is a prime source of other case histories to help your Southern California advertising decisions.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Robert Duvall Enoch

PROBABLY few broadcasters adhere more fastidiously to a personal creed in day-by-day business relationships than Bob Enoch, executive vice president of WXLW Indianapolis and KSO Des Moines.

His creed of what "I Believe" doubtless has served as a touchstone for his knowledgeable talents as an articulate industry spokesman, trade association organizer and successful station manager. Part of that creed is that radio is "a power for good or for evil."

Mr. Enoch's fervent belief in the aural medium—and particularly in independent station radio—is reflected in the guiding hand he proffered in helping organize the original Broadcast Advertising Bureau and in the Assn. of Independent Metropolitan Stations the past decade.

A native of Zanesville, Ohio (born Feb. 21, 1908), Robert Duvall Enoch attended local grade and high schools and Ohio Wesleyan U. at Delaware. He worked his way through school, including the last three years (1927-29) at George Washington U., selling shoes at W. B. Moses Co. in Washington, D. C., while majoring in English and business. In 1929 he went to Tulsa, digging ditches in oil fields and finally moving into sales for Mid-Continent Petroleum Corp.

Young Mr. Enoch made a "dramatic" entrance in radio—as part of a theatre group on KVOO Tulsa in 1930—and that year joined WIL St. Louis, breaking into announcing and sales. He kept one eye on his $20 weekly take-home pay, the other on an attractive singer, Florence Siebel (billed as Jackie Archer), whom he married three years later while working at KWK St. Louis in sales.

After moving to Oklahoma City in 1940, Mr. Enoch joined WKY in sales (under Gayle V. Grubb) and in 1941 Harold V. Hough (now director of WBAP-TV Fort Worth) offered him his first management post at KTOK Oklahoma City. Somehow, through the war years, he contrived as manager to keep it staffed despite turnover, employing women announcers. He also was president of the Oklahoma Network until 1946. When the former Taylor-Howe-Snowden group acquired KTOK in 1944, he was elected vice president and acquired minority stock.

Elected to the old NAB board of directors in 1948 (12th District, Oklahoma and Kansas), Mr. Enoch sparked the idea for BAB with the battle-cry of "bucks for business" during the 1949 industry convention. The concept of setting up a separate entity (apart from NAB) to promote radio was received and approved enthusiastically and he was chosen chairman of the executive committee to get it off the ground. BAB became a reality May 11, 1949.

MR. ENOCH became general manager of the two-year-old WXLW in June 1950. He moved from the network affiliate atmosphere to daytime independent operation with ease amid cries that tv had killed radio and as the aural medium moved toward the music-news format.

One step was to join AIMS, of which he served as chairman in 1954. He was elected a vice president in November 1952, and executive vice president of KSO in July 1955 and of WXLW in January 1957. (WXLW operates with 5 kw-daytime on 950 kc and is licensed to Radio Indianapolis Inc., KSO with 5 kw day and night on 1460 kc, licensed to KSO Inc. KSO was acquired in 1955 by a group headed by Lyman S. and Frederic M. Ayres, majority stockholders and directors of WXLW, and officers of L. S. Ayres & Co., department store, and also including F. Eugene Sandford and Edwin E. S. Weldon, co-owners of WKYW Louisville, and Mr. Enoch).

Under Mr. Enoch WXLW is credited with gaining in audience and sales the past seven years, stressing music and news and eschewing gimmicks or giveaways. His credo is simple: The station is in business to make money; to do this, it must make money for advertisers by molding definite listener habits with sound programming policies. And the station must increase community services as business grows.

Method and policy adopted at WXLW also have been extended to KSO with similar audience and profit gains. Part of the success lies in package rates for advertisers buying saturation on both stations—number of announcements needed in any one week and, horizontally, number of weeks or months per year—as an alternative to cutting rates or refusing client overtures outright.

Mr. Enoch is a member of the board of Indiana Goodwill Industries, Sigma Alpha Epsilon (G.W.U. chapter), and Indianapolis Athletic and Downtown Kiwanis Clubs. He is active in Boy Scout activities and likes quail hunting. Mr. and Mrs. Enoch have three children—John Gordon, 20, Robert Bruce 14, and Mark Phillip, 19.

WKMH

has the magic formula

FOR RESULTS

in the Detroit Market

The ratings have proved it—DETROITERS LOVE THEIR NEWS, MUSIC AND SPORTS! WKMH programming follows this magic formula EXCLUSIVELY, with outstanding results for advertisers. Actually, WKMH, of *all* stations in the Detroit area, has the lowest cost per thousand listeners, according to PULSE.

NOW IT'S THE KNORR 4 . . .

WKMH Dearborn-Detroit

WKMF Flint, Mich.

WKHM Jackson, Mich. Jackson B'casting & Telev. Corp.

WSAM Saginaw, Mich.

plus 1 MORE!

WELL
BATTLE CREEK, MICHIGAN

The 4 Knorr Stations welcome WELL, Battle Creek, to the fold . . . and now Knorr can offer a fifth prime market. As we welcome WELL . . . we also welcome your inquiries for buying time on the five stations that give you the top ratings per dollar in Michigan!

SAVE UP TO 15%

BY USING 2 OR MORE KNORR STATIONS

BUY 4 OR 5 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKMH
RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP.

FRED A. KNORR, Pres.

REPRESENTED BY HEADLEY-REED

There's one in every crowd

In Chicago television, he's WBBM-TV. And he's earned his reputation through *Showmanship.*

As nationally-known TV Critic Janet Kern recently wrote in the Chicago American, "Today it is WBBM-TV which presides over Chicago's national reputation for Showmanship." In discussing WBBM-TV's programming Miss Kern commented: "Such additions to the local program schedule as 'In Town Tonight,' 'Best of MGM,' and 'Susan's Show' have put competition to rout. Fahey Flynn and John Harrington have a corner on the local market for TV newscasts. Howard Miller, Ray Rayner and others have boosted WBBM-TV onto the top of the Chicago TV heap."

Month after month, this same story is reflected in all Chicago audience measurement reports.

WBBM-TV steals the show with

THE TOP CHICAGO NEWS-WEATHER PROGRAM
THE TOP CHICAGO MUSICAL VARIETY PROGRAM
THE TOP CHICAGO CHILDREN'S PROGRAM
THE TOP CHICAGO DISC-JOCKEY PROGRAM
THE TOP CHICAGO FEATURE FILM PROGRAM
THE TOP CHICAGO NIGHTTIME PROGRAM
THE TOP CHICAGO WEEKLY PROGRAM
THE TOP CHICAGO MULTI-WEEKLY DAYTIME PROGRAM
THE TOP CHICAGO MULTI-WEEKLY NIGHTTIME PROGRAM

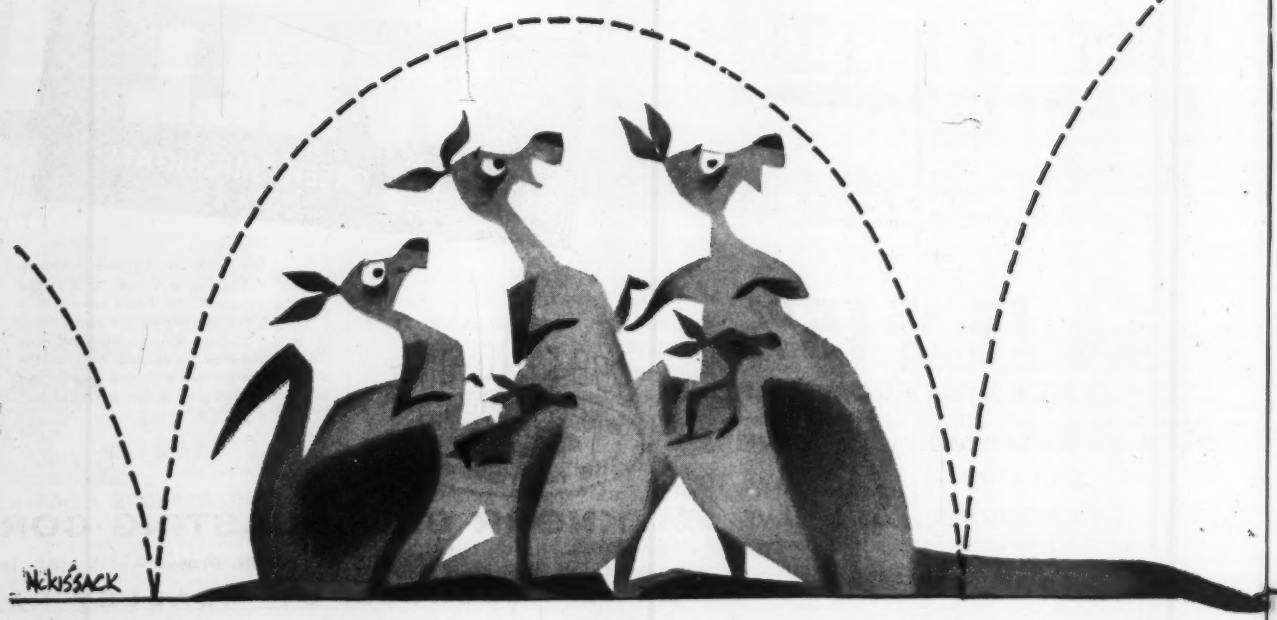
(All originate from our CBS Chicago Studios, of course)

Daytime . . . nighttime . . . weeklong . . . Chicago's largest TV audiences are WBBM-TV audiences. They're built by *Showmanship* . . . the kind that turns your advertising into *Salesmanship.* The kind you find *only* on . . .

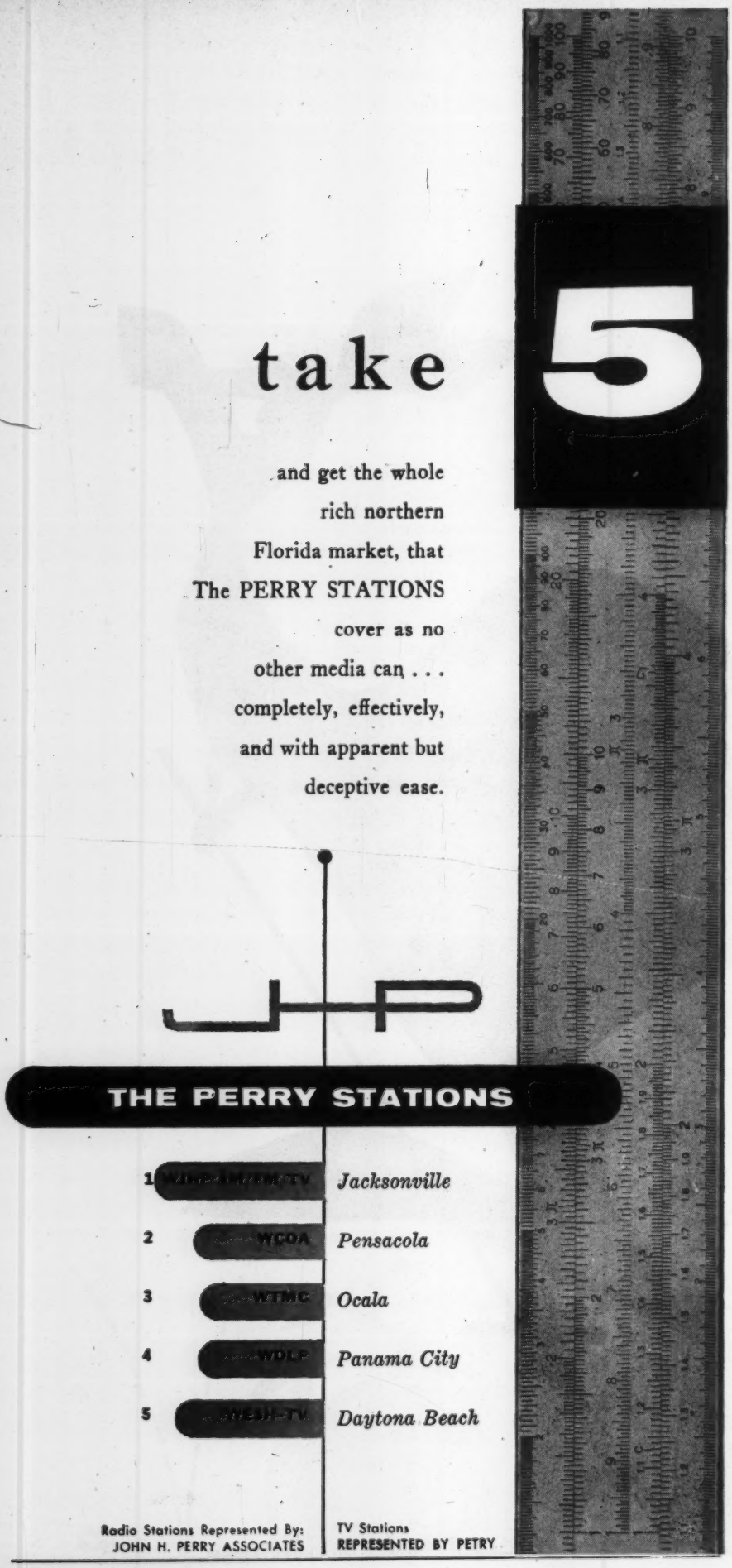
WBBM-TV Channel 2

CHICAGO'S SHOWMANSHIP STATION

Represented by CBS Television Spot Sales . . . CBS Owned



Sources: ARB, Nielsen, Telepulse



IN PUBLIC INTEREST

KTLA (TV) Sponsors Drive

KTLA (TV) Los Angeles' 10-hour Telerama for the City of Hope Hospital in Duarte, Calif., raised more than $250,000 in pledges by its conclusion at 5 p.m. June 23, according to hospital officials. The program, aired 11 p.m. Saturday-1 a.m. Sunday and 9 a.m.-5 p.m. Sunday, featured well over 100 guest stars in addition to all KTLA personalities.

WAKE Alerts Listeners

HUNDREDS of public service announcements building up to the long Fourth of July weekend, are planned by WAKE Atlanta. They are worded "WAKE to the 5th of July—go fourth safely!" All personalities began use of the phrase Sunday, June 30.

Wandering Boy Found

A frightened nine-year-old boy, the object of a search by more than 100 men, was found as the result of a WEMP Milwaukee newscast. The Waukesha County Sheriff's Dept. said continued newscasts of the lost boy prompted a citizen to phone in information on the boy's whereabouts, ending the more than five-hour search.

WAVZ Covers Convention

IN direct broadcasts from the convention floor, WAVZ New Haven, Conn., covered the New Haven Republican Convention on Tuesday, June 25. Remote broadcasts were presented at frequent intervals throughout the evening and were sponsored by the Second National Bank of New Haven.

KBIG Draws Blood

AN appeal for a rare type of blood by disc jockey Don Lamond on KBIG Catalina, brought over a hundred donors within a few hours to a Los Angeles hospital, with many others telephoning their willingness to donate if needed. Although the patient passed away the same evening, the family reported " . . . it enabled us to give him every chance to survive. It was wonderful to see the one hundred donors come to the hospital that Sunday afternoon."

WHHH Salutes Industry

WHHH Warren, Ohio, has completed a half-hour weekly public service series paying tribute to area industries. Called *The Heart of Industry*, the 14 shows were developed in cooperation with the Trumbull County Manufacturers' Assn. and ran in two series —winter and spring.

KRON-TV Airs Water Problem

MANY of the "more pressing" problems connected with the supply, conservation and uses of water in California will be examined in two documentary films to be aired over KRON-TV San Francisco.

Engineered to keep you "On-Air", RCA high-power rectifier tubes offer you dependability proved by their record of long-term DC power delivery and their high peak-emission capability.

Backed by more than a quarter century of experience in building rectifier tubes for almost every type of transmitter application, RCA high-power rectifier tubes are setting year-after-year records for minimum equipment "down-time"—and low cost per hour of tube operation.

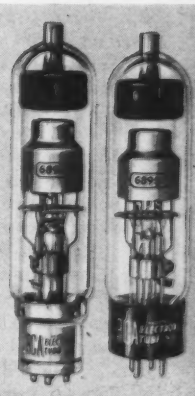
For fast ON-THE-SPOT service in obtaining RCA Rectifier Tubes for broadcast and television applications, call your RCA Tube Distributor.

TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA
Electron Tube Division, Harrison, N. J.

Two New Superior Rectifiers for Broadcast and TV Transmitters

RCA-6894
RCA-6895



Here they are—two new half-wave, mercury-vapor rectifier tubes that offer new capabilities in DC output voltage and power as compared with Types 575-A and 673.

For example:

In new designs, three 6894's or 6895's in a half-wave, 3-phase circuit with in-phase operation are capable of supplying up to 51 kw at a DC output voltage up to about 9,500 volts; or six tubes in a series, 3-phase circuit with quadrature operation can supply up to 143 kw at a DC output voltage up to about 19,000 volts.

As direct replacements for the 575-A and 673 respectively, in present transmitters, RCA-6894 and -6895 provide highly satis-

Measure of a Great Radio Station

Effective July 1— Two More GREAT Radio Stations—

KTHS, Little Rock
KWKH, Shreveport

Join the *Other* GREAT Stations Represented Nationally By

HENRY I. CHRISTAL CO., INC.

KTHS, Little Rock — 50,000 Watts — CBS.
Radio for all of Arkansas.

KWKH, Shreveport — 50,000 Watts — CBS.
Dominant station of the Ark-La-Tex area.

KTHS
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KWKH
Henry Clay, *Executive Vice President*
Fred Watkins, *Assistant Manager*

BROADCASTING
TELECASTING

Vol. 53, No. 1 JULY 1, 1957

NEW ATTACK ON MUST-BUYS, OPTIONS

- **Senate staff report sees monopoly in tv network practices**
- **Like House unit's recent report, it urges antitrust probe**
- **Tv networks criticized for encroaching upon station time**

TELEVISION network option time and must-buy practices—favorite targets in Washington for more than a year—took another pasting in a staff report to be released today (Monday) by the Senate Commerce Committee.

The report found evidence of antitrust violations in option time and must-buys and urged correction of both. It covered much of the same ground traversed by the recent report of the House Antitrust Subcommittee [B•T, June 10]—and reached many of the same conclusions.

The report plainly showed the influence of the star witness at the Commerce Committee's television network hearings, Richard A. Moore, president of KTTV (TV) Los Angeles. It was Mr. Moore, appearing with an impressive legal staff and a carefully prepared presentation, who first publicly attacked the legality of option time and must-buys in testimony before the Commerce Committee March 26, 1956.

The staff report issued today does not reflect quite the certainty of Mr. Moore as to the illegality of the network practices, but it does express gratitude that the Dept. of Justice is investigating them.

It is for the courts to say whether option time and must-buys violate the Sherman Antitrust Act, the report stated, but both practices may be condemned on policy grounds for these reasons:

• They enable networks to exert tight control over programming, to the competitive disadvantage of other program services and the detriment of local public service programming.

• Because network programs monopolize the prime time on U. S. television, film syndication has become a risky business and less and less non-network programming is available to stations.

• Local and regional advertisers find it difficult to buy prime time, because it is preempted by networks, and, if they find the time, it is difficult to buy programs because of the growing scarcity of non-network program sources.

The report urged the FCC to "open up the best viewing periods to non-network programs and advertisers" and to revise must-buys so they are expressed in dollar minimums instead of basic station lists.

It also warned that networks were encroaching seriously upon station time. It urged the networks to cut back program schedules. If they do not, the report said, the FCC should limit the amount of network programming a station can carry.

It expressed alarm at the concentration of power accruing to networks through owned stations.

It said that network operation of station representation and film syndication constituted "disturbances to the normal competitive structure."

AN AUTHOR AND HIS INSPIRATION

COUNSEL COX

WITNESS MOORE

Report of Kenneth Cox, special counsel of Senate Commerce Committee, owes much to testimony of Richard A. Moore, KTTV (TV) Los Angeles, who charged networks with violating antitrust laws.

It urged the FCC to make public all affiliation contracts between stations and networks and grant "some kind of review" to stations which felt unfairly treated by networks in the establishment of station rates.

The report, prepared under the direction of Kenneth Cox, who served as special television counsel to the Commerce Committee, was issued only as a "staff report."

It did not emerge as a report of the committee because several members of the committee objected to major parts of it.

A news release accompanying the report said that Chairman Warren G. Magnuson (D-Wash.) praised Mr. Cox for an "outstanding job" and added that Sen. Magnuson was joined "in his praise of the report" by Sen. John W. Bricker (R-Ohio), ranking minority member, and by Sens. John O. Pastore (D-R. I.), Andrew F. Schoeppel (R-Kan.); Alan Bible (D-Nev.), William A. Purtell (R-Conn.) "and others."

It was learned that the following committee members had voiced objections to the report: Sens. Charles E. Potter (R-Mich.), John M. Butler (R-Md.), Strom Thurmond (D-S.C.), Frederick G. Payne (R-Me.) and George A. Smathers (D-Fla.). The sentiments of other members of the committee, Sens. A. S. Mike Monroney (D-Okla.), Frank J. Lausche (D-Ohio), Ralph W. Yarborough (D-Texas) and Norris Cotton (R-N. H.), could not be learned.

Sen. Magnuson said the committee deferred formal approval of recommendations in the report pending comments from the FCC and the Dept. of Justice. Copies of the report were sent to both agencies.

The FCC was asked to comment on the report "not later than 90 days after the completion of the Commission's network study." The report of the FCC's network study group is due Sept. 30.

The Dept. of Justice was asked for its comments "at an early date."

Mr. Cox, the author of the staff report, returned to his Seattle law firm last April after serving as special counsel to the committee for 15 months.

The Cox report opened with a brief history of networking and government regulation, pointing out that the Communications Act of 1934 empowers the FCC to license stations but not networks as such. FCC control over networking is exerted through its licensing of stations.

The report pointed out that network prac-

tices are regulated (through the regulation of network affiliates) by the FCC's chain broadcasting rules which were adopted in 1941, long before the development of tv networks.

"Thus," wrote Mr. Cox, "one of the most dynamic of modern industries is regulated, in its vital core of network operations, under a set of rules developed for a completely different communications system — and through a process of indirection which does not recognize the television network as a proper subject of regulation at all.

"And it must be remembered that television has achieved a much greater hold on the public mind than radio ever did, and is therefore much more critically important to advertisers. Furthermore there is a much more serious scarcity factor in television than in radio, with something less than 500 television stations on the air as compared to more than 3,000 am stations now in operation.

"It therefore seems clear that a careful examination and reevaluation of the networks and their practices, as they affect the public interest, is in order."

Of the report's 101 total pages, 69 were devoted to a discussion of option time and must-buys. At the outset of that major section of the report, Mr. Cox paid his respects to Mr. Moore.

Matters concerning option time and must-buys "were presented in their most complete and systematic form in the testimony March 26, 1956, of Richard A. Moore," the report said.

The section was headed:

THE CHARGES THAT OPTION TIME AND THE MUST-BUY PRACTICE VIOLATE THE ANTITRUST LAWS AND ARE CONTRARY TO THE PUBLIC INTEREST

Mr. Cox summarized the arguments of Mr. Moore that option time and must-buys, especially when worked in combination, violate the antitrust laws. Mr. Moore's arguments, as briefed by Mr. Cox, were:

1. That option time operates in much the same way and serves the same purpose as did the practices of block booking and blind selling in the motion picture industry which were held illegal in the Paramount case. In that case the government forced a separation of Paramount Pictures into two unrelated companies, Paramount Pictures (for production) and United Paramount Theatres (for exhibition).

2. That the must-buy serves the same purpose as master agreements in the movie industry. Under these agreements, which were declared illegal in the Griffith theatre case of 1948, film distributors were required by independent theatre chains to give first-run rights to all of the theatres in a particular chain as a condition of placing the films in any of those theatres.

3. That the Supreme Court, in both the Paramount and Griffith cases, found the movie practices to be illegal per se and did not consider arguments of convenience or economic necessity. Hence the same should be true of television network practices because they involved similar tie-in sales and collective refusals to deal.

4. That there are no adequate justifications of enonomic necessity for option time and must-buys.

5. That option time and must-buys are illegal restraints of trade under Sec. 1 of the Sherman Act and that the networks have achieved and exercised the power to monopolize broadcasting and hence are violating Sec. 2 of the Act.

Mr. Cox reported that the networks "vigorously" contested all these arguments. Here is how he summarized the counter-arguments of CBS and NBC, both of which filed extensive legal memoranda:

1. That option time and must-buys are not illegal per se and that certain elements essential to the Paramount and Griffith cases are absent in network television.

2. That option time and must-buys are essential to the existence of networks and are entirely reasonable. Hence Sec. 1 of the Sherman Act is not infringed.

3. That networks have no monopoly and have made no attempt to monopolize tv. Hence there is no violation of Sec. 2 of the Sherman Act.

4. That there is no illegal tie-in of programs because (a) the network does not sell programs to stations, (b) no program is accepted by a station in relation to other programs, (c) even if there were a tie-in, networks lack the monopolistic leverage or dominance essential to make it illegal.

5. That the must-buy practice involves no collective agreements among affiliates or between the affiliates and the network; that there is no tie-in sale of a group of stations but only the sale of a single facility; that if there were such a tie-in it would be lawful because the networks lack the monopolistic power to render it illegal; that there is no unlawful refusal to sell because must-buys are merely the definition of the basic network; that there is no collective action and no intent to affect, or actual effect upon, competition.

6. That option time has been expressly sanctioned by the FCC.

Mr. Cox said that these legal issues "cannot be resolved in any significant way except through the processes of the courts," but he thought that general comments would be appropriate.

"There seem, on the surface at least," the report said, "to be sufficient similarities between option time and the basic network requirement, on the one hand, and the practices of the film industry condemned in the Paramount and Griffith cases, on the other, to justify the most careful consideration by the FCC and the Dept. of Justice.

"It is fortunate," the report added, "that the Commission network study group is centering its attention upon those practices and that the Dept. of Justice—as evidenced by the testimony of Mr. [Stanley] Barnes [former assistant attorney general] before the committee and by that of his successor, Victor R. Hansen, before the Antitrust Subcommittee of the House Judiciary Committee—is also vigorously investigating these matters. Their conclusions, and any actions based thereon, will be awaited with the greatest of interest."

Apart from legal considerations raised by option time and must-buys there are policy questions, Mr. Cox said. Here are some of his observations:

• "To the extent the option is effective it does operate to transfer program control to the networks, though subject to a final veto right (not often exercised) in the affiliates. This is not contrary to the public interest per se, however, except insofar as it results in blanketing the best viewing hours with network programs, to the exclusion of (a) a competitive opportunity for independent program sources and local advertisers and (b) a balanced presentation of local public service programming."

Mr. Cox conceded that networks provide "the best overall source of programming," but he said that other important program services, chief among which are the independent film producers, must also be considered.

• ". . . The difficulty of getting good nationwide clearances has tended to increase the risks of film syndication and to lengthen the period required to recover the negative cost of a program series. This appears to have resulted in a decline in the supply of new, high-quality film programs especially produced for television syndication."

Mr. Cox pointed out that the committee had asked film producers and syndicators for reports on the number of new first-run series offered for syndication for the broadcast seasons starting in the fall of 1954, 1955 and 1956. Here are the replies:

Producer or syndicator	Programs offered 1954	1955	1956
Guild Films, Co., Inc.	4	3	1
Bernard L. Schubert, Inc.	1	0	0
Desilu Productions, Inc.	2	1	1
Official Films, Inc.	2	1	0
Flying A Enterprises	—	—	1
Hollywood Television Service, Inc.	1	1	1
NBC Television Films	[1]3	[1]4	[1]1
Television Programs of America, Inc.	1	2	0
ZIV Television Programs	3	2	1
MCA-TV, Ltd.	5	5	5
Hal Roach Studios	2	1	0
ABC Film Syndication, Inc.	1	3	1
CBS Television Film Sales, Inc.	7	4	0
Screen Gems, Inc.	0	2	0
Four Star Films, Inc.	1	0	1
National Telefilm Associates, Inc.	4	4	[2]2

[1] In markets not ordered on network.
[2] Includes *Sheriff of Cochise*, which is being distributed for Desilu (see above).

• "The must-buy practice does serve to bar local and regional advertisers from network television, with very few exceptions. . . . The principal problem of the local and regional advertiser is that if he wants to sponsor a program like his national competitor, rather than just buy participations or spot announcements, he may find difficulty, particularly in certain time zones, in finding available time during the hours of most convenient viewing when the audience is largest.

"This is due to the fact that the networks, under their option rights, blanket these best viewing hours with network programs. A collateral result of the option is the impact it has had on the supply of new syndicated film programs (discussed above), so that even if a local advertiser can find a good time period he may have difficulty in getting a quality program to put into it.

"Only if something is done to limit or adjust the option, so as to open up part of the prime viewing periods to non-network programming, can the local and regional

advertiser be given free and competitive access to the vital television medium."

Mr. Cox conceded that "some minimum network requirement seems reasonable as an incident to the national advertising and programming service provided by the networks." But the requirements should be stated in terms of dollars, not stations.

"All of the considerations advanced to justify a basic network requirement," he said, "are fully served by the requirement of a minimum dollar purchase.

"This would sustain the news, public service and program production activities of the network and defray its interconnection expenses, would prevent the atomization of the network, and would lead to wide dispersal of the network's program service since the advertiser would seek maximum circulation at a minimum cost per thousand —but with a certain leeway to fit his own marketing needs which is missing under the present system.

"On the other hand, this would permit all stations to compete for the advertiser's budget rather than automatically earmarking a large part of it for a predetermined list of selected stations."

Elimination of the must-buy station list would also give independent stations a chance to carry some network business, Mr. Cox said.

"It . . . seems clear," he said, "that some steps must be taken by the FCC to open up the best viewing periods to non-network programs and advertisers, to allow the national advertiser freer choice of stations, and to give the independent stations a better chance to sell time to network advertisers through revision of the must-buy to eliminate the required use of specified stations."

After treating option time and must-buys at length, Mr. Cox dealt with seven other "charges" against alleged network abuses and "proposals" for change.

THE CHARGE THAT THE NETWORKS RESTRICT COMPETITION IN THE PRODUCTION OF PROGRAMS FOR NETWORK BROADCAST BY FAVORING THOSE WHICH THEY PRODUCE THEMSELVES AND OTHERWISE SEEKING DOMINANCE IN THE AREA OF PROGRAM PRODUCTION

Mr. Cox said the record failed to prove this charge, but he said there could be no doubt that "the networks occupy such a key position, by virtue of their control over the best time in the key markets, that they have the power either to exclude independently produced programs from their schedules, thus making way for their own programs, or to give such programs access to network time only in return for the granting of an interest in the independent programs. The power exists—it is just a question of whether it is exercised."

Mr. Cox urged that the FCC and the Justice Dept. thoroughly investigate all complaints alleging abuse of power on the part of the networks.

THE CHARGE THAT THE NETWORKS ARE INVADING STATION TIME

Mr. Cox pointed out that all networks were providing programs in station time and that stations were clearing for them.

"Much of this programming is no doubt of a high quality," Mr. Cox wrote, "but every time period filled by a network with programming tailored to national tastes and carrying the advertising messages of national sponsors is one more period which is not available for programming directed to local needs and sponsored by local advertisers, or for educational, discussion, or other local public service programs."

Said Mr. Cox: "All things considered, it would appear that this trend toward increased network programming should be halted—and perhaps reversed."

He advocated that the networks on their own accord should cut back their schedules in station time. That failing, the FCC should make a general policy urging restraint. *That* failing, the FCC should fix an absolute limit on the amount of time stations could devote to network programs.

THE CHARGE THAT THE NETWORKS HAVE ATTEMPTED TO EXCLUDE INDEPENDENT PRODUCERS OF SCENERY AND SETS FROM TELEVISION

Mr. Cox pointed out that the Dept. of Justice was investigating this charge, among others.

"Admittedly," he said, "this is a small problem compared to some others covered in the committee's inquiry. . . However, the principle involved is an important one . . . and may have real significance for the advertisers and program packagers who require scenery services."

THE CHARGE THAT THE NETWORKS ARE NOT FULFILLING THEIR PROGRAMMING RESPONSIBILITIES, PARTICULARLY IN THE FIELD OF RELIGIOUS AND OTHER PUBLIC SERVICE PROGRAMMING

Mr. Cox urged more network telecasts of religion, and on a sustaining basis. Pointing to the record of regular religious programs on ABC-TV, CBS-TV and NBC-TV, he said:

"In terms of the networks themselves, it does not seem that four programs totaling two hours per week can be said to discharge their public service responsibilities in this field adequately."

He also criticized the networks for placing other types of public service programming in undesirable times.

"It is recognized," he said, "that the field of programming is a difficult and sensitive one—but it is the ultimate measure of whether a station or a network operates in the public interest.

"The FCC should therefore give careful consideration to these matters, and the industry should seek to improve its performance in these areas."

THE CONTENTION THAT NETWORKS SHOULD NOT OWN TELEVISION STATIONS, OR THAT SUCH OWNERSHIP SHOULD BE REDUCED

Mr. Cox cited estimates of the FCC network study group that networks now reach the following percentages of the total U.S. population with their owned stations: ABC, 21.6%; CBS (including St. Louis), 20%; NBC, 23%. Their coverage in relation to total U.S. television homes is even higher.

"It would seem quite clear, therefore," Mr. Cox said, "that network owned stations already provide service—and normally it is the dominant service—to a sufficiently high percentage of the public to raise serious questions as to concentration of control over this very important medium."

Networks should be permitted to own "some stations," Mr. Cox said, but "serious

TV NETWORKS' GROSS UP 7.6%

GROSS time sales of the tv networks totaled more than $43.4 million in May, or 7% above the figure for the same month a year ago, according to Publishers Information Bureau. In the first five months of the year, the networks' gross billing was $211,231,303, a gain of 7.6%.

ABC-TV in May scored its highest monthly gross time billing for the year: more than $7.2 million, a gain of 9.3% over its May 1956 total. This reflects the entry of additional blue-chip advertisers in the network lineup, such as Philip Morris (*Mike Wallace Show*) on April 28, AT&T (*Telephone Time*) in mid-April and Joe Lowe (*Popsicle Party*), also around that period.

CBS-TV, still the leading network in gross time charges, similarly was tops in monthly billing in May, hitting more than $20.4 million, an increase of 11.3% over the same period of a year ago. For the five months, Columbia was 11.1% above last year's pace. NBC-TV with more than $15.8 million in billing (increase of 1.1%) had its third best month. Full PIB data follows:

Network Television

	May 1957	May 1956	% Change	Jan.-May 1957	Jan.-May 1956	% Change
ABC	$ 7,258,807	$ 6,639,132	+ 9.3	$33,681,510	$ 32,361,238	+ 4.1
CBS	20,331,441	18,260,894	+11.3	98,429,274	88,563,636	+11.1
NBC	15,878,585	15,710,403	+ 1.1	79,120,519	75,342,803	+ 5.0
Total	$43,468,833	$40,610,429	+ 7.0	$211,231,303	$196,267,677	+ 7.6

1957 Network Television Totals to Date

	ABC	CBS	NBC	Total
Jan.	$ 6,715,781	$20,231,474	$16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786*	19,385,098	15,154,388	41,222,272*
May	7,258,807	20,331,441	15,878,585	43,468,833
Total	$33,681,510	$98,429,274	$79,120,519	$211,231,303

* Revised as of June 26, 1957.

WHAT COX WOULD DO TO THE NETWORKS

The following is a condensed text of the Cox report on the television networks.

There can be no doubt that the television networks play a tremendously important role in the communications industry and in our national life. It is therefore important that they continue as effective, prosperous agencies for the service of the American public. However, it is also important that this vital communications medium be preserved from the development of monopolistic or discriminatory practices which would prevent it from providing maximum public service and would necessitate its subjection to rigid governmental regulation. Both the networks and the people will benefit if broadcasting can be kept a competitive business with a minimum of government control. There is strong competition today among the networks—the need is to preserve such competition, and in fact to increase it, in all other areas of broadcasting.

It is true, of course, that the danger of monopoly is accentuated by the allocations difficulties which face the country, resulting in a serious shortage of fully competitive facilities. The solution of this problem would no doubt obviate some, but not all, of the problems discussed in this report, and the Commission and the committee should continue with all possible speed the effort to find solutions through excise tax relief, and programs looking to the ultimate shift of all, or a major part, of television to the uhf band. However, no ultimate solution seems likely to be found in the near future, and these problems have already reached grave proportions and must be dealt with promptly and effectively. With the natural restriction on competition which is inherent in the present allocations, it is all the more urgent that further artificial restraints not be permitted.

It has, therefore, been suggested that certain things be done—by the FCC, by the Dept. of Justice, by the networks themselves—always remembering that some of these conclusions may have to be revised somewhat when the results of more detailed studies by the FCC and the Justice Department are known. The details are set forth above, but in broad outline the more important conclusions or suggestions are as follows:

(1) The networks' time options operate to transfer program control to the networks, subject to a final veto right in the affiliates. This is not contrary to the public interest, however, except to the extent it blankets the best-viewing hours with network programs to the exclusion of (a) a competitive opportunity for independent program producers and local advertisers, and (b) a balanced presentation of local public service programming. Since the option involves carrying the weaker programs of the network in order to get its top-rated attractions, it produces results analogous to block booking.

(2) The networks' option rights serve to blanket the best viewing hours on affiliated stations in the key markets of the eastern and Pacific time zones with network programs, thus placing producers of non-network programs at a disadvantage in competing for desirable time in these markets. This makes it difficult for such programs to get good nationwide clearances, increases the risks of syndication, and appears to have resulted in a decline in the supply of new, high-quality film programs especially produced for television purposes.

OUT WITH MUST-BUYS

(3) Although the must-buy practice serves to bar most local and regional advertisers from network television, some minimum network requirement seems reasonable. However, the required purchase of a specified list of stations seems possibly to discriminate against affiliates not on the list and to force advertisers to conform to patterns which may not fit their individual needs. A minimum dollar purchase serves all the legitimate needs of the network and should therefore be substituted for the prevailing form of must-buy.

(4) If a local or regional advertiser wants to sponsor a program like his national competitor, he may have difficulty, particularly in certain time zones, in finding a good time period because the networks, under their option rights, blanket the best viewing hours with their own programs. Only if something is done to limit or adjust the option, so as to open up part of the prime viewing periods to non-network programming, can the local and regional advertiser be given free and competitive access to the vital television medium.

(5) The blanketing of the best time in certain key markets has reduced the supply of new syndicated film programs and thus impaired the opportunity for the independent station to compete on an even basis with the local network affiliates. Furthermore, the option and the must-buy bar an independent station from competing for the business of certain national advertisers in its local market.

(6) The networks' option rights injure the public interest because they permit the blanketing of the best viewing hours with network programs. This not only excludes local public service programs and entertainment designed to fit local tastes but also tends to discourage the production of an adequate supply of independently produced programs, thus depriving the public of the benefits of competition in programming and of access to a wide variety of programs. In order to obviate the objections to centralized program control, the FCC should revise or adjust the time option so as to open up part of the best viewing hours for local public service programming and for programs from sources other than a station's primary network.

(7) Without deciding the questions as to its legal validity, the must-buy should be limited to a required minimum dollar purchase without specifying any particular stations as compulsory buys. Similarly, without determining the legal question, it seems that the FCC, after receiving the report of its network study group should consider reasonable limitations on, or adjustments in, the time option as it now stands, so as to open a fair part of the period from 7:30 to 10:30 p.m. in each time zone to provide opportunities for local advertisers and independent program producers.

(8) The networks must have the right of final decision as to the makeup of their program schedules. However, this gives them the power to grant preferential treatment to their own programs, although the record does not show this to be so common as to necessitate di-

consideration should be given to the possibility that they may have exceeded their legitimate needs in this regard."

COMPLAINTS ABOUT THE NETWORKS' STATION REPRESENTATION AND FILM SYNDICATION ACTIVITIES

Mr. Cox said that the hearing record was inadequate to support conclusions in connection with these complaints, but he said that network operation of station representation and film syndication indicated "disturbances to the normal competitive structure" which "do not seem desirable."

THE PROPOSAL THAT THE NETWORKS BE SUBJECTED TO DIRECT REGULATION

"It seems odd," wrote Mr. Cox, "that the FCC exercises no direct regulatory power over the networks, except as to their owned and operated stations.

"However, this system does work and could probably be adapted to deal with all the matters discussed in this memorandum. Furthermore, it would appear that the Commission may already have power to regulate the networks directly if it finds it necessary to do so."

Mr. Cox pointed out that Sen. Bricker introduced a bill to authorize the FCC to regulate networks. He suggested that further consideration should be given to the question of whether it is necessary "to invest the

vestiture of program production. Since abuses are possible, however, the FCC and the Dept. of Justice should look into the matter on a continuing basis. Similarly, as to the possibility of the networks' acquiring interests in independently produced programs as a condition to their being broadcast on the networks, the Dept. of Justice should investigate to see whether any violation of antitrust laws is involved, while the FCC should consider whether it should adopt rules prohibiting or regulating such acquisition by the networks of interests in independently produced programs.

(9) Clearance for network programs outside of option time (except for special events) aggravates all the problems of the nonnetwork advertiser, the independent program producer, the independent station, and the public referred to above. Some restriction is therefore necessary to prevent television from becoming a completely national medium serving no local need and almost entirely dependent on network service.

ATTN. JUSTICE DEPT.

(10) It would be improper for a network to tie the use of its own staging services to a sale of time over the network, or to seek to accomplish the same preferred status for its own facilities through the use of noncompetitive business practices or the imposition of rules which discriminate against independent suppliers of sets and scenery. The charges of these independent suppliers should be carefully studied by the Dept. of Justice, which has already instituted an investigation into this problem.

(11) Although the religious programs of the networks seem more varied and probably more effective than their critics suggest, the amount of time devoted to such programming does not adequately reflect the importance of religion in American life, none of the hours used are in really good viewing time, and the process of dividing the time among different denominations impairs the effectiveness of their efforts.

(12) There are sound reasons for permitting the networks to own and operate television stations. However, the present extent of their ownership might raise questions as to possible undue concentration of control over this vital medium —this being a part of the overall problem of multiple ownership now being considered by the FCC. The Commission should not permit increased concentration, either by networks or other multiple owners, until it has received and thoroughly considered the report of its network study group. The Commission should also take steps to prevent overreaching by networks in dealing with their affiliates for the acquisition of the latters' facilities.

(13) The networks' spot representation and film syndication activities raise problems which merit further attention. If they are not fully covered in the report of the FCC's network study group, the committee should look into these matters at a later date. The networks could correct this voluntarily.

(14) Television networking is obviously affected with the public interest and the networks occupy a dominant position in this vital field. The proposal that the FCC be given authority to regulate the networks directly should be held in abeyance until the FCC's network study group completes its report. There are certain aspects of the networks' operations which might well be subjected to Commission supervision, if the Commission does not already have authority to do this.

(15) The copies of affiliation agreements filed with the FCC should be open to inspection in order to promote fair and uniform treatment for all affiliates.

(16) The permissible maximum term of affiliation might well be extended to 5 years to give greater stability to broadcast operations and improve the status of affiliates in relation to their networks, although it might be wise to give the affiliates a right of cancellation upon shorter notice to maintain some flexibility in affiliation arrangements. If this necessitates an extension of the licensing period as well, this should be accompanied by legislation strengthening the Commission's other means of control over the performance of its licensees.

It is felt that these proposals will promote competition throughout the broadcasting industry and will result in improved service to the public, without unduly hampering the networks. Certainly there has been no desire to impair the ability of the networks to function in a lawful manner and to continue to provide a fine service to the public. On the other hand, there has been no desire to promote the fortunes of the independent producers of film programming as such. What has been sought is the elimination of artificial restraints which distort the processes of competition in favor of the networks, so as to open the entire industry up to freer, more equal competition. Film programming has been emphasized because it is, at the present time at least, the only feasible method of providing high quality nonnetwork programming other than on a purely local basis. The dangers of a shift in the balance to favor the film producers have not been overlooked, and the possibility that they may have engaged in improper practices in the distribution of their programs has been noted above. It is felt, however, that the suggestions set out herein would tend to equalize conpetition and to remove the danger that control over scarce broadcast facilities might be restrictively employed to enhance the incidental operations of the network. It is hoped that this will open up better opportunities for the use of television by local and regional advertisers, will stimulate the production of more and better progrmaming, will permit more effective and more stable operations on the part of the existing independent stations, and an increase in their numbers, and will result in better balance in the presentation of public service and local programming—all to the benefit of the public.

OUNCE OF PREVENTION

Actually, it could be concluded that the changes proposed in the practices of the networks may work to the ultimate benefit of the networks themselves, although they would no doubt insist that they are better able to decide that than anyone else. Nonetheless, the networks are powerful organizations staffed by able people with the finest background of experience in the industry and with ample financial resources to sustain their operations. It is not believed that any of the suggestions made herein will seriously impair the ability of the networks to compete, and it is confidently expected that they will continue to thrive and serve the public. On the other hand, it seems entirely possible that if steps such as are suggested herein are not taken, the networks may attain such a position of overwhelming dominance that the public interest will require the imposition of detailed and rigid governmental regulation. If that can be avoided, both the networks and the public will benefit.

FCC with further, more specific authority over the networks." Final decision, he said, should be reserved until the FCC network study committee completes its report.

Meanwhile, however, Mr. Cox suggested that all affiliation contracts between stations and networks be made public by the FCC—despite testimony against that proposal by networks and affiliates.

"It would seem to be a healthy thing for all affiliates to know how others are being treated when they sit down to negotiate a new agreement with their respective networks," he said.

He also suggested it would "seem relatively easy" to require networks to "specify the objective criteria which they employ in fixing station rates." Beyond that, the FCC ought to grant "some kind of review" to affiliates that felt they had not been fairly treated in rate-making by their networks.

Mr. Cox also saw merit in proposals for an extension of the affiliation agreement period from the present limit of two years to five. This, he said, would require an extension of the station license period to five years, a proposal already pending in legislation.

If the license renewal period is extended, said Mr. Cox, it should be accompanied by legislation "strengthening the Commission's other means of control over the conduct of its licensees."

AIRLINE SHOW ADDS STEREO SOUND

AMERICAN AIRLINES, which once used to content itself merely to sell airplane tickets, has gone into the sound business. It's embarked on making its customers—or prospective customers—stereophonic sound conscious.

AA, which considers every one of the listeners to its *Music 'Til Dawn* programs a "prospective customer," isn't content to wait for the day when stereo becomes a way of life with radio audiences; it is telling stations—specialists in sound salesmanship—how to better the quality of their reception. And the stations are all ears.

It started in early April, when Sherwood (Sherry) Heath, radio-tv account executive on American at Lennen & Newell, New York, happened to stop by KCBS San Francisco, one of the nine stations carrying *Music 'Til Dawn*. His mission: to see how the agency, together with the individual stations, could improve their marathon recorded music shows, heard 11:30 p.m. to 6 a.m. in nine major markets.

In the Golden Gate city, he found that *MTD* m.c. Dave McElhatton had been talking to the people at Ampex in nearby Redwood City. In fact, the talks had progressed to the point where Ampex would be willing to lend KCBS one of its stereo tape machines plus a "basic library" recorded on tape by Bel Canto Co. for experimental purposes. All that was needed was the sponsor's permission.

Mr. Heath wasted little time. He wired account supervisor C. L. Smith and *MTD* program supervisor-producer Ernest Hartman in New York for comment. Mr. Hartman was just as enthusiastic about the project.

KCBS went on the air May 3, 4, 5, 6, 7, 8 and 9 with 60 minutes of binaural taped music from midnight to 1 a.m. The Bel Canto "basic library": music from Rodgers & Hammerstein's "The King and I," a Glenn Miller "Moonlight Serenade" of Miller standards, Debussy's "Clair de Lune," Victor Young's score for "Around the World in 80 Days," a Lerner-Loewe medley from "My Fair Lady," and the first movement of Johannes Brahms' concerto in D major for violin. Before the experimental 11:30 p.m.-1 a.m. segment, announcer McElhatton and KCBS alerted San Franciscans to the means by which they could get binaural sound: placing am and fm radios in the same room and tuning to KCBS—am and fm.

The results were overwhelmingly pleasing. "But," recalls Mr. Heath, "we weren't sure whether one city's reaction represented a true cross-section," so he next approached CBS-owned KNX Los Angeles, another of the *Music 'Til Dawn* stations. There, he met with even greater enthusiasm. With the binaural experiment slated for May 18, KNX management decided to launch an all-out promotion campaign on behalf of the show, its m.c., Mel Baldwin, and AA, which happened to be celebrating its fourth anniversary on the air. For a whole week the show was promoted extensively. KNX took out ads in all major dailies and in some 30 suburban papers; it blanketed Southern California with news releases, placed posters by all AA ticket counters, not only on behalf of the show itself, but also on "how to" listen to binaural sound.

How did Los Angeles take to the idea of stereo sound? According to Norman L. Chalfin, music critic of the *Los Angeles Times*, the answer was "by storm." He says, "We recommend that CBS heed the many calls which tied up their switchboard for hours after the program . . . and give the high-fidelity enthusiasts, of which there are obviously a great many, the benefit of their fine achievement."

The next step in AA's "campaign" is like carrying coals to Newcastle: It took its experiment into hi-fi-alert New York. (Although WCBS Program Manager Allen Ludden and Chief Engineer Davidson Vorhes maintain that the June 29 broadcast marked the "first time" that a New York station had broadcast stereo tapes on two transmitters, WQXR New York officials were quick to point out that they've been doing it for years.)

Now that it has brought stereo to three cities, Lennen & Newell hopes to sell stereo to the other stations which carry its programs. Of the remaining six—WBZ Boston, WTOP Washington, WWJ Detroit, WLW Cincinnati, WBBM Chicago and KRLD Dallas—only four are physically equipped to do so at this time. WBZ won't be broadcasting simultaneously via am and fm until later this fall, and WLW does not have an fm affiliate.

Messrs. Heath and Hartman admit that a total of nine hours of binaural sound isn't at all conclusive. But they feel that they've dented the surface. "We feel," they say, "that stereo tape music on radio is more than a novelty. Within a matter of years, it'll be the accepted thing."

They also believe that once the stations have sold themselves on the effect of the audience reaction to AA's experiments—convincing themselves that this is no mere audience quirk, but a genuine desire for better radio reception—the stations themselves will be prompted to apply stereo to other programs.

After all, there must be *something* to a program that can elicit this kind of reaction: Wrote a Los Angeles listener, "I was riding home in my car when I heard your program. Even on my little car speaker, it sounded infinitely better than before."

WHAT DO 'MUSIC' LISTENERS THINK?

HOW do listeners—and more importantly, the executives of American Airlines—take to *Music 'Til Dawn*?

In the latest "unsolicited" letter response report compiled by AA's agency, Lennen & Newell, New York, covering the first quarter of 1957, it is noted:

- Specific favorable comments about the music have increased over both the comparable 1956 quarter and the 1956 full year.
- Sponsor mention has soared over both periods.
- Program popularity is at a new high range of 98.3-99.0% (based on a total of 775 letters received between January and April by the nine stations).
- The percentage of letter writers indicating they have flown AA is substantially higher than the 1956 quarter and slightly higher than for the full year 1956.

Of 775 letters received (an incomplete report due to the fact that the West Coast usually reports in "late") only eight letters were construed "unfavorable." Of the 775 correspondents, 58 have flown AA. (Of 1956's 2,643 letter writers, 7.4% were regular AA patrons.) Of the 775 writers this first quarter, 340 were moved to complement the station on the AA commercials.

Another interesting means of gauging audience reaction to the shows is AA's famous T-15 form that is left to each flying passenger to fill in at the end of his journey. Although the form never asks for an opinion (leaving questions strictly in the realm of "how was the stewardess, and the food?") "a surprisingly-high" number of passengers comment about *Music 'Til Dawn*, even say that they are flying AA "because of your wonderful show."

Tidewater Oil Moves $4 Million to FC&B

FOOTE, CONE & BELDING deployed account executives and creative hands last week to service a $4 million Tidewater Oil Co. account that suddenly flowed into the shop. The oil company switched from Buchanan & Co., New York and San Francisco.

Soon after the formal announcement from Tidewater, FC&B was busy setting up its servicing on both the East and West coasts. Of Tidewater's approximate $4 million annual advertising budget, about $1 million is billed in spot (both radio and tv).

An FC&B task force, made up of account executives, art and copy people was being set up immediately on the West Coast to become familiar with the account and its west coast division's advertising. A similar group was being formed in the East, based at FC&B's New York office, to assess the east coast division's advertising.

The west coast group will work in San Francisco (Tidewater's main office) and Los Angeles, eventually headquartering at the latter city since Tidewater next year will have a new "World Headquarters" in Los Angeles. Among the plans to be worked out are designation of buyers on the Tidewater account in both divisions. None had been selected by late Thursday.

Tidewater's western division is based at San Francisco and its eastern division in New York. The company markets Flying-A

NOW-

your best buy in

PORTLAND

is the

KPTV channel 12

NEW VHF

NBC

friendly reminder-

KPTV—Oregon's first television station —now gives you a bright new, *VHF* Channel in Portland. Here's why the *new* KPTV is your best buy in this prosperous market:

- Almost 5 years of viewer identification and loyalty to Oregon's *first* TV station! Plus,
- Top-rated NBC shows and stars! Plus,
- Best local shows, stars and films of *two* stations (KPTV merged May 1 with KLOR, former channel 12): Plus,
- Proven results for hundreds of advertisers!

Get all the facts today. Then be sure the bright, new KPTV, Channel 12 is on your advertising schedule.

Oregon's First Television Station

Represented Nationally by George P. Hollinberry Co.

OREGON TELEVISION, INC.

seventh in a series of 12 ads

CANCER

DEPENDABLE

...and twelve months out of every year stations under the sign of MEEKER benefit by:

DEPENDABLE development of seasoned staff. Only two changes in personnel (other than additions) in the entire organization since we started twelve years ago.

Effective representation must have a permanence of able personnel trained for well-timed team action.

the meeker company, inc.

radio and television station representatives

new york chicago san francisco los angeles philadelphia

Gasolines, Tydol heating and diesel oils, Veedal motor oils and greases, Tydol industrial oils and greases.

J. Ronald Getty, vice president and marketing director of Tidewater, New York, disclosed that Tidewater's decision to appoint FC&B came two weeks after the agency's presentation. It was reported the company studied agency qualifications for several months, inviting four to give formal presentations. According to Mr. Getty the appointment is "part of the aggressive new policies that are making Tidewater the most widely-discussed company in the industry." The firm has a new $200 million refinery in Wilmington, Del., a growing tanker fleet, plans to open 365 new "Super-Service" gasoline stations and is erecting a new headquarters building in Los Angeles.

FC&B in past months has acquired such accounts as Saverin Coffee, Shulton's Pharmaceuticals Div., and Hawaiian Pineapple.

Movie Publicists Stir Up Tempest Over Rejected Copy

REFUSAL of KNXT (TV) Los Angeles to accept a one-minute spot for "Beau James," Bob Hope's newest picture, was turned into a publicity harvest by the film's producers, Mel Shavelson and Jack Rose, who for many years wrote Mr. Hope's radio programs.

The copy started out: "Hey, you! You look terrible. I mean it. You are suffering from T.T., which means Television Tension. Now why don't you stop looking at the silly little box, stop straining your eyes on this bleak, foggy picture. Tear yourself away from these nauseating wavy lines and break away right now from this television trap. . . ." It wound up urging the viewer to take his wife to see "Beau James," "the picture that cures T.T.—Television Tension."

Messrs. Shavelson and Rose expressed themselves as astounded that KNXT had turned kown their offer to buy time for one spot to be telecast one time. Declaring that "television has been spoofing motion pictures for years" and that they were just attempting "a bit of return kidding," the writer-producer team threatened, via a publicity release, to consult their attorney to find out "how free is the air and why two can't play at the same game."

William Tankersley of the KNXT continuity acceptance department said the copy was in direct violation of the NARTB code which is "very explicit" about "disparaging copy." Furthermore, Mr. Tankersley said, "what would the advertisers who came on after this spot think if we told people to tune out before they got on the air? This would be ridiculous."

Alexander Weiner of Marty Weiser Co., Beverly Hills, Calif., agency which attempted to place the controversial spot, said that only the one spot had been ordered from KNXT and that, after that turndown, no other tv station had been approached. He vigorously denied the cynical thought that the spot had been offered with the knowledge that it would not be accepted and only to provide a springboard for the "tv-movie feud" publicity story.

ARB Unveils Two Survey Plans, Including 'Secret Week' Test

TWO new plans for conducting its television measurement reports in markets throughout the country were announced a fortnight ago by American Research Bureau Inc.

The first plan involves the use of a survey week selected by ARB but not announced until after the survey has been completed. Under this plan stations would be less likely to try to influence the audience during survey week through the use of special programming and promotion. This "secret week" idea was first set up as an experiment in Salt Lake City last February with the agreement of all stations and will be repeated in June. Other markets using the new technique include Des Moines and Miami.

The second new plan is a one-week/four-week survey in which a full sample is placed during the normal survey week of the month and a partial sample during the remaining three weeks. The printed report includes the regular one-week ratings but also includes the four-week-average rating for each time period. One-week/four-week survey reports are currently being prepared on station order for New York, Houston and Kansas City and will be distributed to ARB agency clients for those markets. ARB feels this plan will offer the advantages of both the one-week and the four-week-average survey with the disadvantages of neither.

Each of the new survey plans will be available on special order for tv markets throughout the country.

400 Attend AAW Honolulu Meet; John Hoefer Elected President

JOHN H. HOEFER, president of Hoefer, Deiterich & Brown, San Francisco advertising agency, was elected president of the Advertising Assn. of the West Thursday at the closing business session of the annual AAW convention, held this year at Hawaiian Village, Honolulu. Some 400 United States advertising people attended the weeklong convention.

Other new AAW officers are: vice president, Nelson Carter, vice president and chairman of the plans board, Foote, Cone & Belding, Los Angeles; vice president at large, Mrs. Billye Luedgke, Billye's Bridal Shop, Stockton, Calif.; secretary, Richard Ryan, general manager, KLOK San Jose; treasurer, Con Ostensoe, First National Bank, Portland, Ore.

Automakers Closing In on Radio Availabilities

"Advertising . . . doesn't sell new cars. New cars sell new cars."

——Anonymous Detroit automaker

THIS PHILOSOPHY notwithstanding, the fact remains that advertising helps quite a lot in selling new cars—especially if it's through radio. This, at least, seems to be borne out by the news that the nation's radio airlanes are fast becoming crowded with auto traffic—indicating Detroit's "re-discovery" of network radio on a full-time basis.

• Item: General Motors Corp.'s Coach Division, for trucks, last week contracted for its first use of network radio with a four-network lineup starting July 29 (see story, page 44).

• Item: Pontiac Div. of GM is understood to be picking up network spots now being dropped by its sister division, Oldsmobile, in an effort to "lock up" the best possible slots. Pontiac also reportedly is about to sign with NBC Radio for three full weekends on *Monitor* later this fall. Its strategy here is to grab up all open spots on the show, some 30 per weekend, thus slamming the door to any rival automaker. (This excludes American Motors Corp.'s Rambler, now a regular *Monitor* advertiser.)

These two purchases, added to those announced earlier, e.g. Ford and Chevrolet on CBS Radio, with Ford taking the bulk of weekday, Chevy the weekend cream, and Chrysler Corp.'s stepped-up activity, point to a definite reappraisal of radio. In former days, the am medium has taken a back seat to that of tv, but the return to radio has some network officials having nightmares of a traffic jam.

Although admitting that the auto traffic is becoming somewhat congested on CBS Radio, that network's sales vice president, John Karol, denied reports he would put out an SRO sign. He admitted, however, that the network no longer could "protect" that advertiser as in older days, when CBS Radio could assure an automaker, for example, of a buffer lasting up to 30 minutes. Under CBS' "Impact" segmentation plan, the best CBS can do for rival auto commercials is to offer a 7½ minute buffer. He said he attributes this to a growing recognition by radio executives that if supermarkets can blithely place competing products side by side on the shelf, if magazines and newspapers can place competing advertisers on adjoining pages, then there's "no reason" why radio can't do the same.

Another interesting manifestation of the auto industry's second glance at radio is the stepped-up advertising activity of "allied" manufacturers; for example American Oil Co.'s renewal on *Monitor*, CBS Radio's order last week from International Parts Corp., Chicago, for Midas auto mufflers, and an expected Goodrich Tire Labor Day campaign; too, there is a sudden interest by insurance firms and underwriters in the broadcast medium.

Of the four major radio networks, only American Broadcasting Network so far has failed to entice a major auto firm, but officials there expect "plenty of business" in the fall.

Summing up, one network executive says: "I'm delighted to say that we're afraid to report an embarrassment of riches."

S-P NOW UNLIKELY TO ENTER RADIO-TV

- **Car maker cool to media**
- **Agency takes on new accounts**

HOPES are fading fast that Studebaker-Packard Corp. will return soon to network broadcasting, either radio or tv. This was learned last week despite the expectation to the contrary voiced at the time the $6.5 million account (of which about $500,000 was in radio-tv after dropping out of *NBC News*, Mon.-Fri., 7:45-8 p.m.) was resigned by Benton & Bowles [B•T, April 22]. Its move to Burke Dowling Adams, New York [B•T, May 6], becomes effective this Friday.

Although Curtiss-Wright Corp., Wood-Ridge, N. J., the decision-maker behind S-P, has asked for and listened to "pitches" by representatives of CBS, NBC and ABC, no orders have been placed to date. With the time rapidly approaching when the good network berths will carry SRO signs, it's believed S-P will stick to print. Its present radio-tv contracts on behalf of some 22 dealer associations, e.g., *INS Newsreel*, placed through Benton & Bowles, will be picked up by BDA this week, and are understood to be running through expiration. BDA, however, expects to renew for the dealers who want to extend individual schedules.

What this implies is that BDA, whose billings last week rose to approximately $16-17 million with the acquisition of two accounts from Robert W. Orr & Assoc., a possible third, and a new account assigned it by Benrus Watch Co., will not be as "network broadcast conscious" as was first indicated by its officials this past spring. (It's well known in the trade that Curtiss-Wright, BDA's "powerhouse" account, is not so enthusiastic about radio-tv as print, and that this feeling has influenced to a considerable extent the marketing psychology of S-P.)

From Orr & Assoc., which also provided BDA three executives (see pictures this page), BDA picked up the Cinzano Inc. Vermouth account, billing in the neighborhood of $170,000 and the Air Express division of Railway Express Agency, billing about $500,000. It's expected that the American International Underwriters insurance account also will go to BDA. All three accounts were serviced at Orr by George H. Guinan, who will continue to work on the two—and possibly three—accounts at BDA. Only Cinzano uses broadcast media, and very little of it at that; it's been an occasional spot tv user, but concentrates most of its radio expenditures in spot. Cinzano becomes effective Sept. 10, and BDA spokesmen said the account would be "upped" considerably.

BDA's newest account is Benrus' Sovereign watch line (see story this page) which has been described by Benrus Advertising Vice President Harvey Bond as "billing less than $500,000." He did not say how much "less," but in any case, this figure would apply only to the current calendar year. Sovereign, for the "Terry Tell Time" children's watch, is understood to have ordered some time in NBC-TV's *Today* show. BDA account people declared that it would be "premature" at this time to estimate an overall budget for Sovereign, but added that it would be "safe to predict" some use of broadcast media. (Lennen & Newell, meanwhile, agency for Benrus and the new Belforte line, declined to offer a specific budgetary figure for that watch line, said it would be "included" in the overall billing for the Benrus Watch Co. account.)

BDA's regular broadcast users are Scandinavian Airline System, Delta Air Lines, and Southern Bread Inc., the latter two being serviced personally out of BDA's Atlanta office by President B. D. Adams.

No Radio-Tv Dept.

Though the agency recently has established a New York headquarters (shifting the main area of activity out of Atlanta) that will, when completed, be equipped with viewing room facilities and broadcast equipment, there is no indication that the agency has a radio-tv department per se. Nor does it have, at this time, a full-fledged radio-tv director or timebuyer on the premises. Agency officials feel this is indicative of absolutely nothing, point out that as in the past, BDA will for the time being buy time through its media department, and will produce commercials through its art and copy departments. But unexplained is this sidelight: when solicitations from S-P went out to the networks last month, it's understood that the request did not originate from the agency, instead came from the public relations department of Curtiss-Wright. Agency executives, when asked about this, professed to "know nothing."

Meanwhile, at the Robert W. Orr agency, the picture looked less bleak last week. Though faced with the loss of the $4 million Andrew Jergens Co. (Jergens-Woodbury) account, plus the $700,000 lost through Cinzano, air express and underwriters, the Orr agency managed to re-contract the National Guard Bureau account and the $1 million Pan-American Coffee Bureau account.

THREE new appointments and the election of an account executive to vice president were reported last week by Burke Dowling Adams Inc., New York. Involved are (l to r) Gordon F. Baird, elected vice president, and John T. Murphy, Lynn Baker Inc., same city, who joins BDA as an account executive and copywriter; George H. Guinan, vice president-account executive at Robert W. Orr & Assoc., and Edward D. Cummings, media director at Orr, who join BDA as vice president-account executive and media department staffer, respectively.

Benrus May Use Radio-Tv For New 'Low-Price' Watches

BENRUS WATCH Co., New York—whose current product line "stars" at $24.75 and goes as high as $100—knows time waits for no one, not even the man who "can't afford" a watch. Thus, it's moving into the "low-price" field with two new lines, the "Sovereign" and the "Belforte." The former will be handled through a new Benrus subsidiary, Sovereign Watch Co.; the latter, through the regular Benrus organization.

Sovereign will be training its sights on the department store, drug-chain and wholesale outlet market with a one-jewel (as against the more expensive 18-jewel) movement. It also will make a bid for the children with a "Terry Tell Time" watch which will enable youngsters to learn how to read time and which Benrus hopes will give *U. S. Time's* "Mickey Mouse" time to think. Sovereign's price range is $6.95-$19.95, while that of the Belforte starts at $10 and goes beyond Benrus' starter to $38.75. Initial advertising—through Lennen & Newell (Belforte) and Burke Dowling Adams (Sovereign)—will be in print media. Benrus has used radio-tv for its present line.

Buick, Frigidaire to Sponsor 'Patrice Munsel' on ABC-TV

BUICK Div. and the Frigidaire Div. of General Motors Corp. have signed to co-sponsor *The Patrice Munsel Show* on ABC-TV (Fri. 8:30-9- p.m. EDT), starting Oct. 18, the network announced last week. Buick had signed for the time period several months ago [B•T, April 29], but the decision on Frigidaire's sponsorship was not disclosed until last week. The agency for both accounts is Kudner Adv., New York.

The half-hour live program featuring Miss Munsel, Metropolitan Opera performer, will concentrate on popular songs and Broadway tunes. The show is one of a number to be offered by ABC-TV next fall in its efforts to compete more favorably in programming with CBS-TV and NBC-TV. New "name" programs to the ABC-TV lineup next season include *Frank Sinatra Show* (Fri., 9-9:30 p.m.); *Pat Boone Show* (Thurs., 9-9:30 p.m.) and *Guy Mitchell* (Sat., 10-10:30 p.m.).

Play it smart! Pick the station that

REALLY saturates

Southeastern Michigan

it takes just one and that's

Reach right into 1,700,000 TV homes and tap 9 billion dollars of purchasing power with a one-station buy! Pick WJBK-TV, proved dominant by all ratings in the nation's rich fifth market.

Detroit's Channel 2 **WJBK-TV**

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes.

MAXIMUM POWER! 100,000 watts. 1,057-foot tower.

TOP CBS AND LOCAL PROGRAMS

A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

Norman to Head NC&K; Kummel, Kaplan Named

NORMAN B. NORMAN, executive vice president of Norman, Craig & Kummel, New York, has been elected president of the agency, effective today (Monday), it was announced last week, along with several other executive promotions.

MR. NORMAN

Eugene H. Kummel, vice president and secretary, and B. David Kaplan, vice president and treasurer, were elected executive vice presidents. Mr. Kummel has been with Mr. Norman for the past nine years and previously was at Young & Rubicam and Lambert Pharmacal Co. Mr. Kaplan has been with the firm for the past four years and prior to that was an account executive for Foote, Cone & Belding for nine years.

Elkin Kaufman, president of NC&K, is resigning from the agency effective today

MR. KUMMEL

MR. KAPLAN

and will announce his future plans shortly. He has been president of the agency for the past two and a half years.

The agency's management team is composed of Messrs. Norman, Kaplan and Kummel and Walter Craig, vice president in charge of radio and television.

The agency services such accounts as Pabst Blue Ribbon, Ronson Products, Speidel watch bands, and Warner Lambert Products, among others.

Eastman Kodak to Alternate With Mercury on 'Sullivan'

EASTMAN KODAK Co., Rochester, N. Y., will sponsor alternate weeks of *Ed Sullivan Show* effective Oct. 6, succeeding Lincoln division of Ford Motor Co., which bows out of the program after eight years [B•T, June 24]. Mercury division of Ford Motor Co. will continue as alternate sponsor, it was announced Monday by Merle S. Jones, president, CBS-TV.

Eastman Kodak will continue its sponsorship of *Ozzie and Harriet* on ABC-TV for the 1957-58 year. Agency for Eastman Kodak is J. Walter Thompson Co., New York, and Kenyon & Eckhardt, New York, is agency for Mercury.

GET 'EM DIZZY

THERE's nothing "relaxed" about the "sell" MacManus, John & Adams Inc., Pontiac's agency, is making out at its Bloomfield Hills, Mich., headquarters.

Business is business, so MJ&A is asking its visitors—print and broadcast representatives, friends of the agency working staff, clients and just plain guests—to take a spin around a five-mile "block" surrounding the agency's suburban plant. The car: a 1957 Pontiac Star Chief Catalina; the donor: Pontiac Motors Div., General Motors Corp. Magazines in waiting rooms are passé at MJ&A.

Five Sponsors Lighten NBC-TV Fall 'Problems'

BUYING by Pharmaceuticals, Hazel Bishop, Quaker Oats, American Tobacco and Lever Bros. has just about resolved the remaining major "problems" in NBC-TV's nighttime schedule for next fall. The network's annual nighttime gross billing—without including specials—was reported last week to be at approximately the $213.5 million level.

Pharmaceuticals Inc. (Geritol, R-D-X, Sominex, Serutan and other products), Newark, N. J., through Edward Kletter Assoc., New York, has moved into the Saturday, 10-10:30 p.m. period. As yet, a program has not been selected, although among the proposals being considered is a new quiz show based on the work of the U. S. Patent Office and titled *What's the Use?* (Entertainment Productions Inc. package).

The Thursday, 10-11 p.m. period in which Lever Bros. sponsors *Lux Video Theatre* was another fluid situation. Lever, which at first thought along the lines of another alternate week sponsor, has decided to sponsor a new series in the 10-10:30 p.m. period. Thus, *Lux Video Theatre* as a tv drama of long network tv standing, has been dropped for the next season, becoming another victim of a trend among some major tv advertisers to reduce the cost of 52-week, hour-long commitments [B•T, June 24]. Lever, however, will sponsor its hour show through this summer. The new half-hour Lever program will be on a weekly schedule, starting in October. It will be a Hollywood-originated live show. Neither the exact format nor title has been selected. J. Walter Thompson Co. is the agency.

Lever gives up the 10:30-11 p.m. portion of the hour to Quaker Oats Co. and Hazel Bishop which will alternate in the sponsorship of a new Jane Wyman filmed series. Needham, Louis & Brorby, Chicago, is the agency for Quaker Oats.

Hazel Bishop, through Raymond Spector Co., was active in firming still other buys on NBC-TV, including Ted Mack's *Original Amateur Hour* on Mondays, 10-10:30 p.m., effective today and continuing with it in the fall in the Sunday, 7-7:30 p.m. period, effective Sept. 22.

The cosmetics firm will alternate sponsorship with the American Tobacco Co. (agency is Sullivan, Stauffer, Colwell & Bayles) of a new crime series starring Lee Marvin and tentatively entitled *Manhunt* in the Friday, 9-9:30 p.m. spot, starting Sept. 27.

All these contracts, except for Pharmaceuticals' buy are for 52 weeks and represent an annual gross billing of about $25 million.

Piel Exposure on WCBS-TV Cited at New York Luncheon

PIEL BROS.' schedule on WCBS-TV New York delivers more than 28 million adult viewer impressions per week in the New York market, it was revealed at a luncheon last week celebrating the advertiser's eighth year of sponsorship of programs and announcements on the station.

Attending were officials from Piel Bros.: Henry J. Muessen, president; Tom Hawkes, vice president; Archie Ignatow, general sales

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week June 16-22. This is how they spent their time:*

58.2%	(71,480,000) spent	1,489.6 million hours	WATCHING TELEVISION
56.3%	(69,147,000) spent	1,031.5 million hours	LISTENING TO RADIO
81.7%	(100,342,000) spent	398.0 million hours	READING NEWSPAPERS
27.4%	(33,652,000) spent	153.1 million hours	READING MAGAZINES
23.9%	(29,354,000) spent	349.3 million hours	WATCHING MOVIES ON TV
41.8%	(51,380,000) spent	213.2 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

HERE'S YOUR JULY TIME-SAVER

Timebuyers are mighty busy people during July, with a lot of stations to weigh and measure. So to save yourself time when you get to the Shreveport market, use this quickie check list:

WHICH TV STATION IN SHREVEPORT HAS . . .

. . . Dominated every survey made?

. . . BASIC affiliation with CBS Television?

. . . well-established local shows and talent?

. . . integrated itself more fully into its community?

. . . unexcelled full-power engineering facilities?

. . . longer on-the-air experience?

. . . full scale promotion?

. . . TWICE AS MUCH NATIONAL SPOT

The answer to each, of course, is KSLA-TV. Next step? A quick call to your Raymer man for availabilities . . . and then on to the next market on your list!

KSLA-TV

channel **12**

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

Ben Beckham, Jr., General Manager
Winston B. Linam, Station Manager
Deane R. Flett, Sales Manager

manager, and Steve Schmidt, advertising manager; executives from Young & Rubicam: Bernard Pagenstecher, vice president, and Joseph Elliff, account executive; WCBS-TV personnel: Sam Cook Digges, general manager; Frank Shakespeare Jr., general sales manager, Dick Loughrin, account executive, Ron Cochran, newscaster, Carol Reed, weather girl and Bill Hickey, sportscaster.

Piel's with its Harry and Bert commercials, sponsors *The Late News* and the weather series *Rain or Shine* both Monday-Wednesday-Friday; *The Late Weather and Sports,* Thursday and Saturday, as well as 20-second announcements, Monday, Tuesday and Saturday.

L. A. Merger of M. B. Scott, Ruthrauff & Ryan Dissolved

A MERGER between M. B. Scott Inc. and Ruthrauff & Ryan, whereby the former agency was to become a division of the latter, has been dissolved. M. B. Scott has announced that he has reacquired all of the stock of his corporation from R & R and has resigned his presidency of the M. B. Scott Division, Ruthrauff & Ryan Inc., which is being discontinued.

F. Kenneth Beirn, R & R president, also last week issued a statement that the plans for a merger had been called off and that the Scott organization will not operate as a division of R & R. John Weiser continues as R & R vice president and manager of its Los Angeles office. M. B. Scott resumes its independent status as an agency with headquarters in Los Angeles and a branch in New York.

The breakup was blamed by Mr. Scott on a "wide variance in our two companies' concepts and policies." Since his agency has "devoted so many years in the western market," he stated, "we feel that it is to the best interest of our clients to create advertising matter, purchase media and face consumer sales problems here where conditions exist."

At the same time, Mr. Scott announced the acquisition of three new accounts—Radio Church of God, Goliath Distributors and Rollins Leasing Corp.—with combined billings of close to $1 million, which he said puts his agency's billing well ahead of its position prior to the R & R merger in February. Total Scott billings "more than double R & R's Los Angeles operation," he said.

Schultz Hits Tv Medical Ads; Wants Them Only In Papers

THE PROPRIETARY branch of the pharmaceutical industry "would better serve the public health of the nation by confining their advertising to newspapers," declared Benjamin Schultz, newly-installed president of the New Jersey Pharmaceutical Assn., a fortnight ago at the closing session of the group's 87th annual convention in Atlantic City.

"They have resurrected the old-time, street corner pitchman from oblivion and put him on television," said Mr. Schultz, "and carried to ridiculous extremes the salesmanship of medical products which do not require physicians' prescriptions."

Mr. Schultz called for pharmacists to be "alert and vigilant in protecting the public health from misusing many dangerous over-the-counter medical products which are being exploited ridiculously on television. The huckersterism manner in which this fine medium of communication is being used by some manufacturers of over-the-counter drugs and medicines has appealed to emotionalism instead of common sense, with an obvious implication that self-diagnosis and self-medication is safe."

AGENCY-CLIENT meeting in Chicago served as introduction for Songstress Patti Page in connection with her new CBS-TV fall series, *The Big Record.* L to r: William R. Forrest, senior vice president of Foote, Cone & Belding; Miss Page, and David L. Duensing, marketing manager for Armour & Co.'s soap div. (Dial Soap), which will co-sponsor show. F C & B handles Dial account. The show, scheduled for Wednesday, 8-9 p.m., makes its initial spin September 18.

Rumrill Buys Utica Agency, Enters $10 Million List

AN up-state New York advertising agency last week entered the $10 million annual billing circle when it bought out its second agency within a six-month period. The $10 million agency: the Rumrill Co., Rochester, N. Y., which today (Monday) formally is to purchase Moser & Cotins Inc., Utica, N. Y. Earlier this year, Rumrill purchased Baldwin, Bowers & Strachan Inc., Buffalo, N. Y.

The latest acquisition also will broaden the product base of Rumrill's account list, bringing in several diversified broadcast advertisers including a brewery (Fitzgerald Bros.) and a dairy (Borden Co.'s northeast district). Close to 40 new accounts will be absorbed by Rumrill, which will operate Moser & Cotins as a division of the Rochester agency, will continue in that capacity, and George M. Prince, Rumrill executive vice president, will act in a similar capacity

WHAT IN THE WORLD'S GOING ON?

A CAMPAIGN developed by J. Albert, promotion director of The *Detroit News* and the newspaper's agency, W. B. Doner & Co., has spread quickly from communications media to a word-of-mouth promotion. People are asking, "What in the world's going on?" "If you read the *News,* you know," is the antiphonal response. The slogan has even been heard in church.

The copy is sung and spoken in saturation spots on all Detroit area radio stations, with added exposure in television, newspaper and billboard ads.

As the slogan caught on in Detroit, the *News'* circulation figures climbed to record heights. Daily circulation stands at 469,389, an increase of 15,000 over a year ago, and the Sunday figure is 585,667, up 19,000 over last year. With this evidence (radio getting a large share of the credit), the *News* has resolved to continue its aggressive promotion.

"RUPERT & ROBESPIERRE" *deliver a record load of papers for the* Detroit News *in an effective all-media campaign developed by the* News' *promotion director, J. Albert, and W. B. Doner & Co.*

One thing has led to another in exploiting the "What in the world" slogan. When the campaign caught the public fancy, the newspaper decided to let the public name the cartoon figures who carry the copy on tv and in the paper. Always adverse to use of premiums and major contests to increase circulation, The *News* settled with Doner officials on a small contest, offering 59 cash prizes, with $125 as the top award. Four weeks and thousands of entries later the *News* boys were dubbed "Rupert and Robespierre" by the winning Detroit housewife.

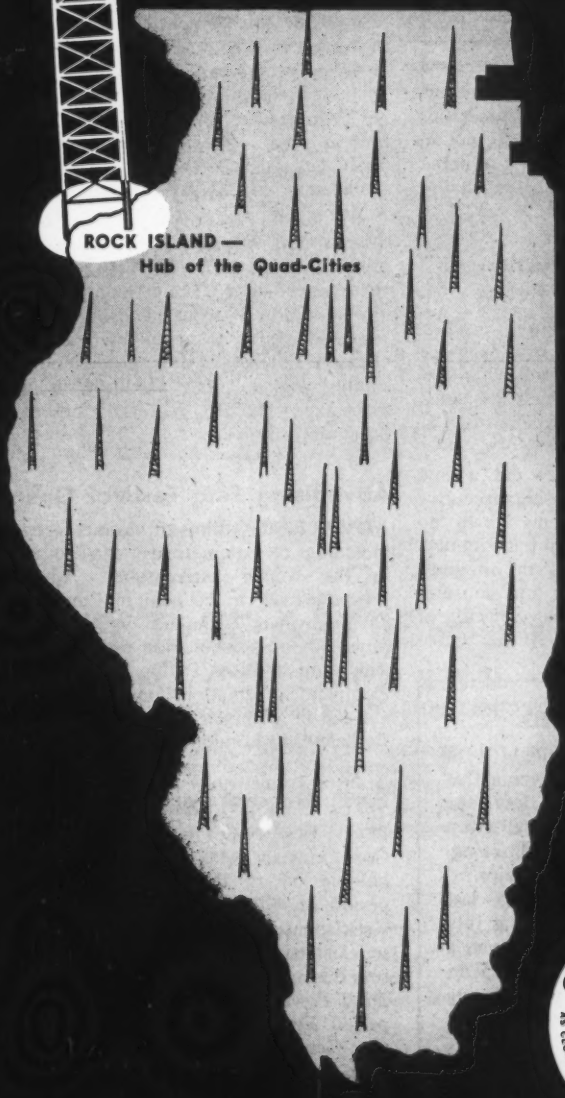
Another phase of the campaign was a "Question of the Day" quiz in connection with radio-tv commercials. Hundreds of household prizes went to listeners and viewers who supplied quiz facts gleaned from stories in the *News.*

Children are always receptive to a slogan 'ke the *News',* it was claimed. One little girl startled a congregation in church one morning. Her mother, noting the child's restiveness, whispered "What in the world's going on?" The loud reply was "If you read The *News,* you know."

NCS No. 2

WHBF--FIRST AMONG ALL 68 RADIO STATIONS IN DOWNSTATE ILLINOIS!

Midwestern radio is well-known to be generally among the best in the nation. To be FIRST in such a league is quite an accomplishment. So WHBF is proud to rank first in listeners among the 68 radio stations outside of Chicago, and one of Iowa's Big Five out of 56 stations. These ratings are from the Spring, 1956 NCS Number 2. Shown below are the rankings of the first six radio stations in downstate Illinois.

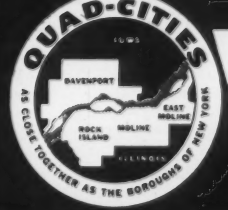


STATION	RANK	MONTHLY COVERAGE	WEEKLY COVERAGE	DAYTIME DAILY CIRCULATION
WHBF	1	90,290	86,150	67,820
Sta. B	2	67,700	64,040	47,850
Sta. C	3	61,870	56,020	42,950
Sta. D	4	54,080	48,020	30,080
Sta. E	5	48,640	46,630	32,370
Sta. F	6	43,020	39,310	27,710

WHBF ranks FIRST in the QUAD-CITIES too!

Among all five Quad-City stations WHBF ranks FIRST in listeners. WHBF, in 32 years of broadcasting, has come to know the market, the people and the kind of programming Quad-Citians want and like. To sell the Quad-Cities — Rock Island, Moline, East Moline, Illinois and Davenport, Iowa — buy WHBF Radio.

STATION	RANK	MONTHLY COVERAGE	WEEKLY COVERAGE	DAYTIME DAILY CIRCULATION
WHBF	1	90,290	86,150	67,820
Sta. G	2	71,540	67,700	48,300
Sta. H	3	39,460	37,340	29,290
Sta. I	4	34,820	32,670	25,310
Sta. J	5	7,470	7,010	5,320



RADIO **WHBF**

CBS FOR THE QUAD-CITIES

Population 250,000 plus

Represented Nationally by AVERY-KNODEL, INC. In Minneapolis — St. Paul by Harry S. Hyett

for the new division. It will retain the name of Moser & Cotins.

Rumrill, an employe-owned corporation (46 of them own 12,000 shares) is known for its solid industrial account list, including Eastman Kodak, parts of E. I. DuPont de Nemours, and General Dynamic Corp.'s Stromberg-Carlson Div. It picked up the Buffalo Pepsi-Cola Bottlers (spot radio-tv) and Pratt & Lambert Paints when it purchased Baldwin, Bowers & Strachan.

Graham Says Tv Made Crusade 'Largest Evangelical Endeavor'

TELEVISION came in for high praise last week from Dr. Billy Graham, who credited the medium with turning his current New York crusade into a "national crusade," reaching beyond Madison Square Garden to become "the largest evangelistic endeavor in history."

DR. GRAHAM

Dr. Graham told a news conference that tv has reached people beyond expectations and directly brought in 65,000 letters in one week. He said tv has caused a greater number of "decisions" than those arising in the Garden from the crusade. Dr. Graham emphasized he did not mean to say that the crusade was "the deepest" or would have the most lasting effect of any crusade in history. He said he was not comparing it to St. Paul's crusade, and added:

"St. Paul did not have television. We can reach more people by tv probably than the population of the world was then."

Dr. Graham was asked if he planned to use tv regularly and he replied that he is considering such a move but said that no definite commitment has been made.

The advertising budget for the first four weeks of the campaign during June amounted to $400,000, of which 80% was allocated to radio-tv. Highlight of the campaign was a one-hour live program on ABC-TV from the Garden on four successive Saturdays (8-9 p.m. EDT). Dr. Graham announced that the results obtained from tv prompted the directors of the crusade to extend the ABC-TV program for three additional Saturdays—June 29 through July 13. The agency for the Billy Graham New York Crusade is Walter F. Bennett & Co., Chicago.

Lipton Co. Promotes Barker

GARDNER BARKER, vice president of new products and acquisitions, Thomas J. Lipton Inc., Hoboken, N. J., Thursday was appointed executive vice president of the Soup and Tea Company. The announcement was made by Lipton Chairman Robert Smallwood. Before joining Lipton a year ago last April, Mr. Barker was vice president and a director of the Simoniz Co. He also has been with Lever Bros.

Tight Security Shrouds Edsel On Detroit-Hollywood Ad Trip

MADISON AVE., more noted for big talk than grim silence, can be as tight-lipped as Central Intelligence when the occasion warrants. And the occasion does warrant right now in, of all places, Hollywood, another area where silence about anything is not the rule.

Immediate problem is for Cascade Pictures of California to produce the first tv commercials for Ford Motor Co.'s new Edsel car without letting either the public or the competition get a look at the new car before its official unveiling. To do that, "we are taking the same precautions as we would for any classified project," Bernard J. Carr, Cascade president, said last week.

Cars being used for the commercials were shipped across the country by van, unloaded at night and locked on a sound stage at Cascade, with armed guards on patrol. When the new Edsels had to be taken out of the studio for street shots, Homer Heck of the Chicago office of Foote, Cone & Belding, Edsel agency, bought up films snapped by passers-by, paying $1 a roll and agreeing to develop and return them at the proper time. One juvenile drove the sharpest bargain, getting $2, a new roll of films and permission to return with five friends for a tour of the studio before surrendering his precious picture.

Only information gleaned by the curious to date is that the first Edsel commercials are being filmed in black-and-white, not in color, indicating that the new car's tv debut will not be made on a color spectacular telecast as had been rumored.

Consumption, Not Production Is Now Problem, Says Reach

A BLUNT warning that the nation's productive capacity may soon be over-extended and that consumption, not production, is the order of the day was voiced last week by Charles Dallas Reach, board chairman of Reach, McClinton & Co., New York.

"We are embarking on a new era, a time of consumption," the advertising executive said, "and the nation's problems are by no means confined to inflation or tight money. To an ever-growing degree, the nation's problem is that of absorbing and consuming the enormous production capacity of the national industrial plant. If we fail to measure up to that job of absorption—or consumption—we may soon have, in Secretary Humphrey's descriptive phrase, a depression that'll curl your hair."

Mr. Reach addressed a national gathering in New York of advertising executives of the Beneficial Finance System which, with 1,025 offices spanning the U. S., Canada, Hawaii and Alaska, is said to maintain the largest network of personal loan offices in the world. He predicted a labor force of 72 million Americans by 1960, working 37½ hours a week, and having at their disposal billions of extra dollars to spend.

LONG WEEKEND

STATION salesmen who might want to venture down Madison Avenue this Friday to knock on agency doors for new business might just as well sleep late in their hotels or go sightseeing. Agency row—virtually every major radio-tv agency checked by B•T last week—will be away for the long July 4 weekend and none reported even a skeleton staff to be on hand July 5. In fact, some shops reported early closing Wednesday for a head start.

Ronzoni, Clairol to Sponsor 'The Honeymooners' on CBS-TV

FIRST sales in the syndication of CBS-TV's comedian Jackie Gleason in *The Honeymooners* were chalked up by CBS Television Film Sales Inc. last week to Ronzoni Macaroni Co. and Clairol Inc. for sponsorship on three owned-and-operated NBC stations—WRCA-TV New York, WRCV (TV) Philadelphia and WNHC-TV New Haven, Conn.

Negotiations for Ronzoni were made through Emil Mogul Co. and Clairol was was represented by Foote, Cone & Belding.

With the sale of *The Honeymooners* for showing on WRCA-TV, CBS Film Sales now has programs sold on all six stations in New York City the first time that status has been reached by that distributor. There presently are 14 CBS film series spread over the six stations, the network's film syndication arm said.

The Honeymooners, of which there are 39 episodes, will begin on the three stations in the fall on a 39-week first run and 13-week repeat basis. The series was first seen on the CBS-TV from October 1955 until June 1956. *The Honeymooners* is a Jackie Gleason Enterprises Inc. production. Jack Philbin was executive producer on the series; Jack Hurdle, producer, and Frank Satenstein, director.

Advertising Film Festival Open

ADVERTISING films of various categories, including tv commercials, can be entered in the fourth International Advertising Film Festival, to be held in Cannes, Sept. 21-26, by any company which has been physically responsible for their production, according to Peter Taylor, festival director. Complete information concerning the festival can be obtained from Mr. Taylor at 17 Berkeley St., London, W. 1.

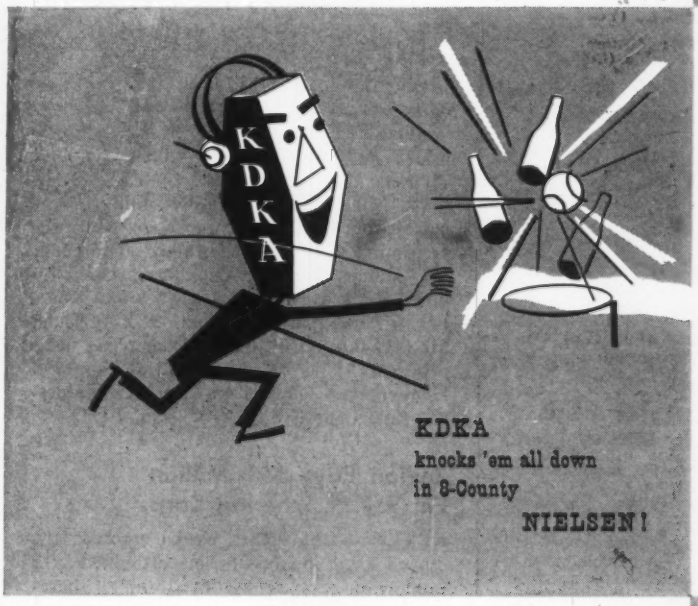
Ford, General Foods Keep Slot

BOTH Ford Motor Co. and General Foods Corp. (Instant Maxwell House coffee) are holding on to their Friday 8:30-9 p.m. period on CBS-TV this summer with 13-week sponsorship of *Destiny*, adventure film series starting this week. The alternate sponsors during the regular season are presenting *Dick Powell's Zane Grey Theatre* in that period. Ford Agency is J. Walter Thompson Co.; General Foods' is Benton & Bowles.

there's a
sound difference on

KDKA RADIO

we're winning
all the
prizes!



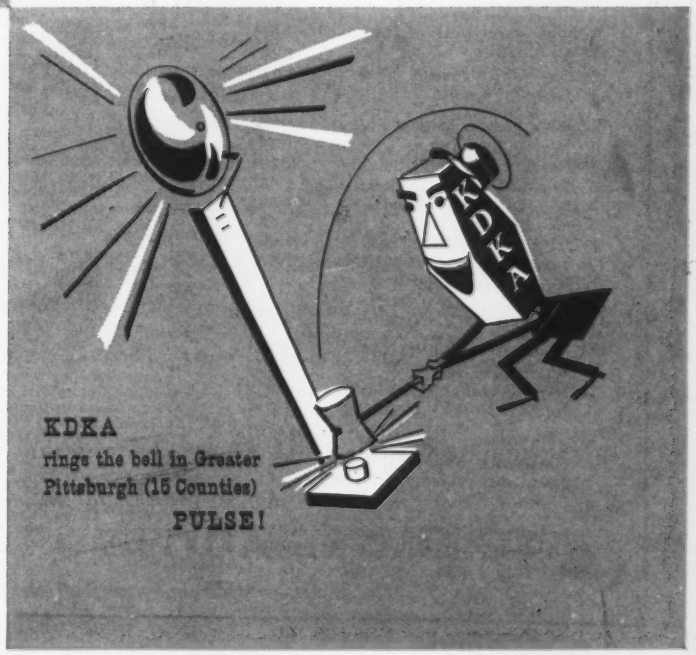
Metropolitan Pittsburgh Pulse shows KDKA . . .

- First in average quarter-hour ratings, Monday through Sunday 6 A.M. to Midnight
- An increase of 13% in share of audience for KDKA over the 1956 March-April rating period
- Top-rated Pittsburgh radio show last year—KDKA's 6 to 10 A.M. *Cordic & Co.*—up 15% in listeners this year (still first, of course!)
- *Art Pallan Show* up as much as 40% over last year.
- Nielsen and Greater Pittsburgh (15 Counties) concur.

Why? We believe it's because Pittsburgh-area folks have taken KDKA's new all-local Music-News-and-Service format to their hearts. Lots of national and local spot advertisers seem to agree.

To line up KDKA as your shortest route to sales in Pittsburgh, ex-Pittsburgh-ia, and for miles around, call Don Trageser, KDKA Sales Manager, or your PGW "Colonel."

In Pittsburgh . . . no selling campaign is complete without the WBC station . . .



KDKA 1020 Radio
WBC PITTSBURGH
WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio: BOSTON, WBZ + WBZA • PITTSBURGH, KDKA • CLEVELAND, KYW • FORT WAYNE, WOWO CHICAGO, WIND • PORTLAND, KEX • Television: BOSTON, WBZ-TV • PITTSBURGH, KDKA-TV CLEVELAND, KYW-TV • SAN FRANCISCO, KPIX

WIND represented by A M Radio Sales. KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

ARB

Tv Report for June 1-7, 1957

TOP 10 NETWORK SHOWS

Program	Ratings
1. *Perry Como*	41.5
2. *Chevy Show—Pat Boone*	37.0
3. *I Love Lucy*	34.9
4. *Gunsmoke*	33.9
5. *What's My Line?*	32.6
6. *Playhouse 90*	32.3
7. *Wyatt Earp*	32.0
8. *Steve Allen*	31.4
9. *I've Got A Secret*	31.0
10. *Father Knows Best*	30.5

Program	Viewers
1. *Perry Como*	43,380,000
2. *Chevy Show—Pat Boone*	36,890,000
3. *Gunsmoke*	35,220,000
4. *Steve Allen*	34,950,000
5. *I Love Lucy*	33,830,000
6. *Lawrence Welk*	31,110,000
7. *Ed Sullivan*	30,640,000
8. *Loretta Young*	29,340,000
9. *Playhouse 90*	28,930,000
10. *Wyatt Earp*	28,410,000

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Steve Allen (NBC - 130): participating sponsors, Sun. 8-9 p.m.
Chevy Show—Pat Boone (NBC-151): Chevrolet (Campbell-Ewald), Sun. June 2, 9-10 p.m.
Perry Como (NBC-137): participating sponsors, Sat. 8-9 p.m.
Father Knows Best (NBC-101): Scott Paper (JWT), Wed. 8:30-9 p.m.
Gunsmoke (CBS-162): Liggett & Myers (D-F-S) alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
I Love Lucy (CBS-162): General Foods Corp. (Y&R) alternating with Procter & Gamble (Grey), Mon. 9-9:30 p.m.
I've Got A Secret (CBS-190): R. J. Reynolds (Wm. Esty), Wed. 9:30-10 p.m.
Loretta Young Show (NBC): Procter & Gamble (B&B), Sun. 10-10:30 p.m.
Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris Co. (Leo Burnett), Thurs. 9:30-11 p.m.
Ed Sullivan (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.
Lawrence Welk (ABC-200): Dodge Div. of Chrysler Corp. (Grant), Sat. 9-10 p.m.
What's My Line? (CBS-104): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.
Wyatt Earp (ABC-104): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

NIELSEN RADIO

Radio Report for May 12-25, 1957

TOP RADIO NETWORK SHOWS

Total In-Home Audience*

Program	Homes (000)
Evening, once-a-week (average)	(433)
1. *Gunsmoke* (Gen. Foods)	1,059
2. *FBI in Peace & War*	963
3. *Our Miss Brooks* (Gen. Foods)	963
4. *Gunsmoke* (Pontiac)	915
5. *Our Miss Brooks* (Lorillard)	915
6. *Treasury Agent*	819
7. *Telephone Hour*	819
8. *Gangbusters*	674
9. *Allan Jackson-News*	674
10. *Mitch Miller*	674
Evening, multi-weekly (average)	(674)
1. *News of the World*	1,204
2. *One Man's Family*	1,156
3. *Lowell Thomas*	1,107
Weekday (average)	(1,059)
1. *Young Dr. Malone* (2nd half)	1,733
2. *Helen Trent* (2nd half)	1,733
3. *Road of Life* (1st half)	1,685
4. *Ma Perkins* (2nd half)	1,685
5. *Ma Perkins* (2nd half)	1,685
6. *Helen Trent* (2nd half)	1,685
7. *Young Dr. Malone* (1st half)	1,637
8. *Helen Trent* (2nd half)	1,637
9. *Helen Trent* (1st half)	1,637
10. *Ma Perkins* (1st half)	1,637
Day, Sunday (average)	(433)
1. *Woolworth Hour*	1,493
2. *Johnny Dollar* (Lorillard)	1,059
3. *Johnny Dollar* (Pontiac)	1,011
Day, Saturday (average)	(578)
1. *Gunsmoke* (Pontiac)	1,107
2. *Gunsmoke* (Gen. Foods)	1,011
3. *Monitor News*	1,011

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000 the estimated July 1, 1957, total United States radio homes.

Copyright 1957 by A. C. Nielsen Company

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

FBI In Peace and War (CBS-183): participating sponsors, Sun. 6:10-6:30 p.m.
Gangbusters (MBS - 500): participating sponsors, Wed. 8-8:25 p.m.
Gunsmoke (CBS-200): Pontiac (MacManus, John & Adams), General Foods (Y&R), Sat. 12:30-1 p.m., Sun. 6:30-7 p.m.
Helen Trent (CBS-193): participating sponsors, Mon.-Fri. 12:30-12:45 p.m.
Allan Jackson-News (CBS-189): General Motors (Campbell-Ewald), Sat. 8 p.m.
Johnny Dollar (CBS-201): P. Lorillard (Y&R), Pontiac (MacManus, John & Adams), Sun. 5:30-6 p.m.
Ma Perkins (CBS-198): Scott (JWT), Lever Bros. (K&E), Lipton (Y&R) and other participating sponsors, Mon.-Fri. 1:15-1:30 p.m.
Mitch Miller (CBS - 202): participating sponsors, Sun. 8:05-8:45 p.m.
Monitor (NBC-186): participating sponsors, NBC weekend service.
News of the World (NBC-186): Coldene (JWT), Carter (Bates), Mon.-Fri. 7:30-7:45 p.m.
One Man's Family (NBC-186): participating sponsors, Mon.-Fri. 6:45-7 p.m.
Our Miss Brooks (CBS-190): P. Lorillard (Y&R), General Foods (Y&R), Sun. 7:30-8 p.m.
Road of Life (CBS-156): participating sponsors, Mon.-Fri. 1:45-2 p.m.
Telephone Hour (NBC-186): Bell Telephone (N. W. Ayer), Mon. 9-9:30 p.m.
Lowell Thomas (CBS-199): Delco-General Motors (Campbell - Ewald), Mon.-Fri. 6:45-7 p.m.
Treasury Agent (MBS-492): participating sponsors, Tues. 8-8:25 p.m.
Woolworth Hour (CBS-198): Woolworth (Lynn Baker), Sun. 1-2 p.m.
Young Dr. Malone (CBS-190): Scott (JWT), Lever Bros. (K&E) and other participating sponsors, Mon.-Fri. 1:30-1:45 p.m.

GMC Trucks Buys Network Radio For One-Month Saturation Push

IN ITS first use of network radio, GMC Truck & Coach Div., General Motors Corp., Detroit, will launch a one-month saturation campaign on Mutual, CBS Radio, NBC Radio, and American Broadcasting Network the end of July on behalf of the division's line of trucks. The agency is Kudner Adv., New York.

Although the campaign is not an extensive one, it is deemed significant in that the client is turning to network radio for the first time. A spokesman for Kudner offered no explanation for the move, other than saying the agency was influenced by the recommendations of the four networks.

One network official said GMC apparently is aiming to reach an audience that is the most likely target for the trucks (such as small merchants and farmers) and at the same time listeners to news and sports programs the company has bought. It is believed GMC also is using the campaign as a test to evaluate network radio's effectiveness, prior to the release of the 1958 line of trucks in the fall.

On American, GMC will use *Speaking of Sports* (6:35-40 p.m. EDT) on Tuesday, Wednesday, Thursday and Friday for three weeks and on Tuesday, Wednesday and Thursday the fourth week. On CBS Radio, GMC will sponsor three five-minute "Impact" programs on four weekends, with programming still to be determined. The client has bought three participations a week on NBC Radio's *News of the World* (Mon.-Fri., 7:30-45 p.m. EDT) and on Mutual, the Monday-through-Friday early-morning news program (7:30-7:35 a.m. EDT) plus Gabriel Heatter news features on Monday, Wednesday and Thursday (7:30-35 p.m. EDT).

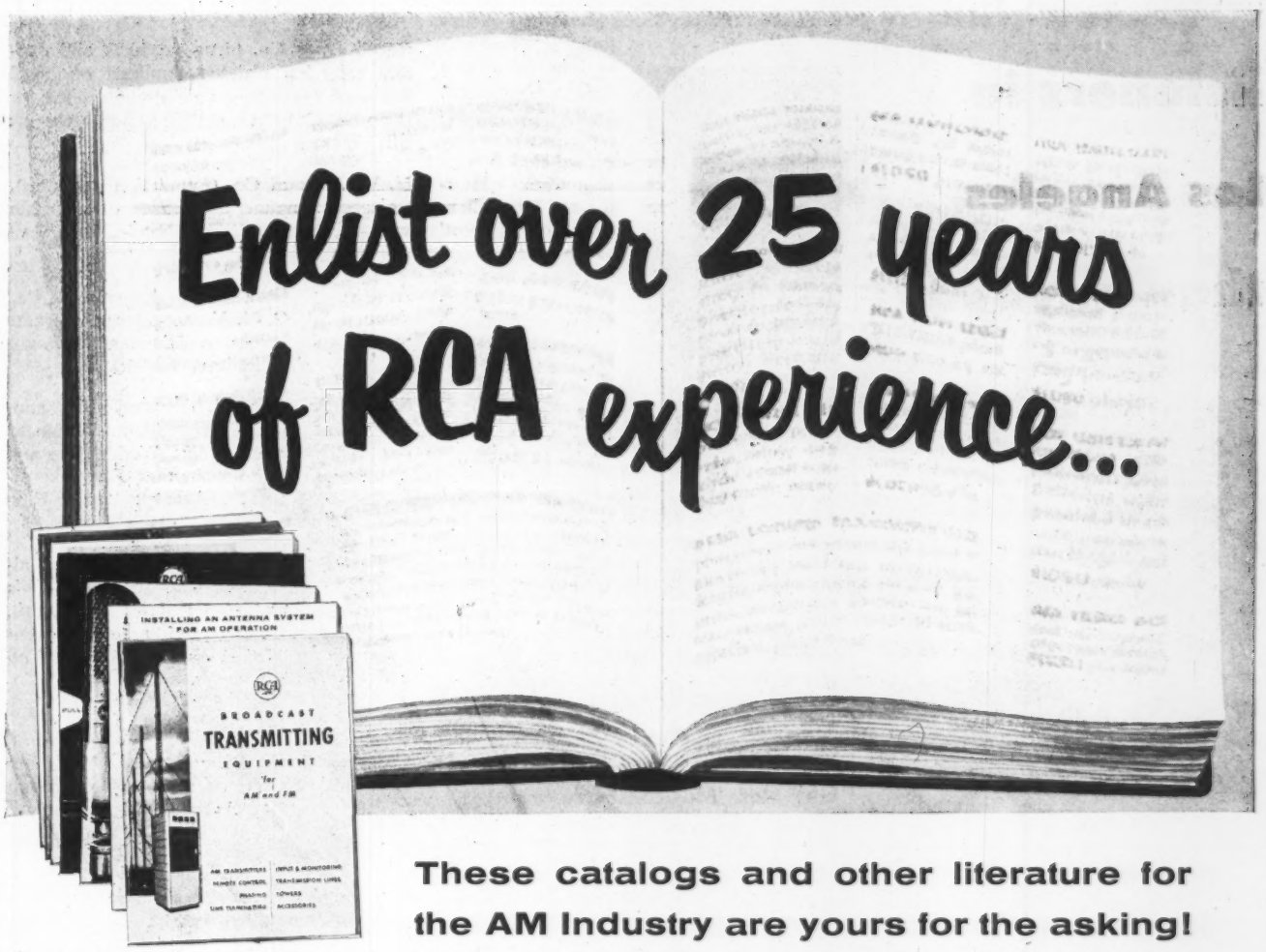
Revlon Pays $11 Million For 9% of Schering Corp.

REVLON Inc. last week entered the ethical drug field with an estimated $11 million stock purchase of 150,000 shares of Schering Corp., Bloomfield, N. J., developer of "Meticorten," a compound used in tablet form for the treatment of rheumatoid arthritis.

The purchase climaxed weeks of Wall Street "scuttlebut" about Revlon's diversification plans. Until last Monday, when the purchase was made known, Revlon was "linked" with Warner-Lambert Pharmaceutical Co. and the Squibb Div. of Olin Mathieson Chemical Corp.

The 150,000-share ownership gives the Revlon brothers—Charles and Martin—a 9% control of the drug house. It was founded in 1929 as the wholly-owned U. S. subsidiary of Schering A. G., Berlin. In 1942, the company was seized (under wartime statutes) by the alien property custodian, and in 1952, an underwriting syndicate headed by Merrill Lynch, Pierce, Fenner & Beane put Schering back into public ownership through sale of 1.8 million shares. Schering's sales last year came to approximately $54.6 million; those of Revlon to $86.2 million.

Planning a Radio Station?



These catalogs and other literature for the AM Industry are yours for the asking!

As a special service to prospective radio station owners, RCA offers a variety of publications, prepared by experts in their fields, which will be of assistance to you in your broadcast operation.

Equipment catalogs, such as the *RCA Broadcast Transmitter Catalog* and *Audio Equipment Catalog*, contain comprehensive information respectively on AM Transmitters, Remote Control, Phasing, Input and Monitoring Equipment, Transmission Lines, Towers and Accessories; and Microphones, Consolettes, Amplifiers, Turntables, Tape Recorders, Speakers, Intercom, Test Equipment. Individual Catalog Sheets on the various equipments also are available.

Special RCA articles on broadcast equipment and operation are provided. For example, you can get a copy of a paper "Installing an Antenna System for AM Operations," an article on a new Automatic Turntable, another on an Audio Program Amplifier, with automatic gain control —a report on "How the 50 KW AM Ampliphase Transmitter Operates," and many other articles of timely interest, including eyewitness reporting of AM station planning and operation in various localities.

And typical of the other helps available, "A Functional Display of RCA Radio Broadcast Equipment" provides a fast reference guide in handy "pull-out" form. The signal path is traced from pickup source to antenna radiation, showing equipment requirements at every point.

Here's a veritable gold mine of helpful planning materials all ready to go to work for you. For any of the above items, or additional information, write to RCA, Dept. U-22, Building 15-1, Camden, N.J.

RCA ... your first source of help in station planning

RADIO CORPORATION of AMERICA

Broadcast and Television Equipment • Camden, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

Tmk(s) ®

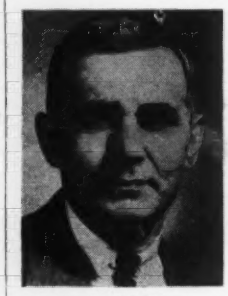
KNX has more listeners in Los Angeles than anybody!

More people listen to KNX . . . daytime or nighttime . . . weekday or weekend . . . than to any other Los Angeles station.* That's just one reason why 50,000 watt KNX is Southern California's #1 radio station.

*Pulse of Los Angeles—March—April, 1957

West to Donahue & Coe Post

DON E. WEST, executive vice president of Robert W. Orr & Assoc., leaves that agency today (Monday) to join Donohue & Coe, New York, in the newly-created post of vice president and merchandising director. At Orr, Mr. West also served as plans board chairman and client service supervisor. He has also been with Ogilvy, Benson & Mather.



MR. WEST

No Media Change for Eskimo Pie

NO immediate change in radio-tv use is expected with the move of Eskimo Pie Corp., Richmond, Va., with a total annual billing of about $750,000, from Buchanan & Co. to Cunningham & Walsh, New York. Since Eskimo Pie is basically a hot weather advertiser and C&W does not take over until Sept. 1, the next close look at broadcast media plans will be aimed for next summer. Eskimo, subsidiary of Reynolds Metals Inc. and a radio and tv spot user, can be expected to continue in the media, with emphasis on tv and purchases into children's shows.

GM Sets 'Musical Extravaganza'

GENERAL MOTORS Corp. will kick off its 50th anniversary year Nov. 17 with a two-hour live color "musical extravaganza" on NBC-TV "starring the greatest array of musical talent ever assembled for a single television performance." Scheduled at 9-11 p.m., the Sunday program will recall a half-century of the most popular American songs, "many of them sung and played by the stars who made them famous," the network said. Harlow H. Curtice, GM president, said "it should be not only two hours of the best in entertainment but a thrilling and memorable panorama of that period of American life in which GM has been favored with an opportunity to make an important contribution." The show will originate in both New York and Hollywood. Agency expected to handle for GM is MacManus, John & Adams, New York.

Ford Div. Buys NBC-TV Quiz

FORD Div. of Ford Motor Co., and Ford Dealers of America are backing a quiz show, *High-Low*, new entry of Jack Barry and Dan Enright on NBC-TV, effective July 4 as a summer replacement for *The Ford Show* (Tennessee Ernie Ford) which will return Sept. 19 in the Thursday 9:30-10 p.m. slot. J. Walter Thompson Co. is the agency. Like *Twenty-one*, also a Barry & Enright production, *High-Low* is based on a card game (high low poker). Jack Barry will be m.c.

NETWORK BUSINESS

Liggett & Myers Tobacco Co. has renewed its sponsorship of CBS-TV's *The Spike Jones Show* (Tues., 10:30-11:30 p.m.) through summer season. Agency. Dancer-Fitzgerald-Sample, N. Y.

Rexall Drug Co. (drug products and one-cent sale) has ordered simulcast on NBC Radio of *Pinocchio* show already slated for tv on NBC, Oct. 13, 6:30-7:30 p.m. Agency: BBDO, N. Y.

H. W. Gossard Co. (foundation garments), Chicago, announces purchase of alternate week quarter hours on NBC-TV's *Queen For A Day*.

Armstrong Cork Co., Lancaster, Pa., through BBDO, N. Y., announces, alternate weekly sponsorship of *Summer Playhouse* on NBC-TV, Tuesdays, 9:30-10 p.m.

Sterling Drug Inc., N. Y., renewed its sponsorship of NBC-TV's *Modern Romances* on Monday and alternate Wednesdays and alternate Fridays for another 52 weeks effective next month. Agency: Dancer-Fitzgerald-Sample.

Brillo Mfg. Co., Brooklyn, signs for alternate-week quarter-hour of NBC-TV's new *Bride and Groom* series (Mon.-Fri., 2:30-3 p.m. EDT) and renews current schedules in NBC-TV's *It Could Be You* and *Modern Romances*.

SPOT BUSINESS

Colgate-Palmolive (Brisk), N. Y., plans eight-week spot radio saturation campaign to start July 15. Agency: Cunningham & Walsh, N. Y.

James G. Gill Co., Norfolk, Va., to sponsor *O. Henry Playhouse* telecasts in six cities—Norfolk, Richmond, Harrisonburg and Roanoke, all Va., and Greenville, Raleigh, N. C.—to advertise Gill coffee.

Lady Esther, division of Chemway Corp., N. Y., announces new product—dry skin cream—and will use saturation spot radio, magazines and newspapers to introduce it nationally starting in July. Agency: Donahue & Coe, N. Y.

A & A SHORTS

McCurry, Henderson, Enright Inc., Norfolk, Va., moves to 200 W. 2nd St., in that city.

Max W. Becker Adv., Long Beach, Calif., moves to 4439 Atlantic Ave., in that city.

Olmsted & Foley, Minneapolis, announces move of quarters to North American Life and Casualty Co. building at 1750 Hennepin Ave.

Krupnick & Assoc. Inc., St. Louis, announces change of quarters to 508 North Grand Ave.

Thomas F. Conroy Inc., San Antonio, elected to membership in Affiliated Advertising Agencies Network.

Agey Adv. Inc., Miami, announces change of name to Southern Adv. Inc.

You may be a "flop" at the Charity Ball, but . . .

ARB proves you're "solid" when you pick WKZO-TV in KALAMAZOO-GRAND RAPIDS

The March 1957 ARB Report shows that WKZO-TV is first in 327 out of 416 quarter hours—*or 78.6% of the time!* Ask Avery-Knodel for ALL the comparisons!

AMERICAN RESEARCH BUREAU
MARCH 1957 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours With Higher Ratings	
	WKZO-TV	Station B
MONDAY THRU FRIDAY		
8:00 a.m. to 6:00 p.m.	143	57
6:00 p.m. to 11:00 p.m.	94	6
SATURDAY		
8:00 a.m. to 11:00 p.m.	50	10
SUNDAY		
9:00 a.m. to 11:00 p.m.	40	16

NOTE: *Survey based on sampling in the following proportions — Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.8%), Battle Creek (18.5%).*

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in *Both* Kalamazoo and Grand Rapids for Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Thomas E. Knode Rejoins NBC; Slated for Vice Presidency

THOMAS E. KNODE will rejoin NBC's station relations department today (Monday) and will be proposed for election to a vice presidency at the NBC board meeting on July 12.

Mr. Knode's return after a two-year interlude as vice president and general manager of television for Edward Petry & Co., pioneer station representation firm, is being announced today by Harry Bannister, NBC vice president in charge of station relations.

TOM KNODE

He is slated for the title of vice president, station relations, and will report directly to Mr. Bannister. Donald J. Mercer will continue as director of station relations.

Mr. Knode had served with NBC for almost 20 years when he resigned as station relations director on March 31, 1955, to join the Petry Co. There he subsequently was named head of the plans board in addition to his vice presidency in charge of tv. He resigned from Petry a month ago, effective June 1, and has been considering several prospective connections since that time [CLOSED CIRCUIT, May 27].

Mr. Bannister, announcing the appointment, said Mr. Knode's "experience and ability in this important area of network operations [station relations] are widely recognized throughout the broadcasting industry. His return to our staff will be as warmly welcomed by our affiliates as it is by the NBC management."

Mr. Knode started with NBC as a news editor in Washington in 1938 after three years with the United Press, and was named director of NBC's Washington news department in 1940. He entered the Army as an infantry lieutenant in 1942, won the Distinguished Service Cross for heroism in New Guinea and was retired with the rank of captain.

He returned to NBC in 1943 as manager of the Washington press department, became assistant manager of the network press department in New York in 1945 and director in 1947. He was named administrative assistant to the director of network tv operations in 1948 and later moved into station relations, becoming manager in 1952 and director in 1954.

Network Tv Audience Up 11% In Day, 19% at Night—TvB

NETWORK television's audience in 1957 is at an all-time high with every month of the year to date exceeding the preceeding year's comparable month's audience. While the average daytime television advertiser reached 11% more homes in 1957 than in 1956, the average evening television advertiser reached 19% more homes, according to an A. C. Nielsen Co. study (January through May each year). The figures were released by the television Bureau of Advertising Thursday.

The average evening network program reached 1,433,000 more homes per broadcast in 1957 than in 1956. The average increase for weekday daytime programs was 319,000 homes, TvB said, noting that the average evening program increase, 1957 over 1955, was 42%, and the average weekday program increase, 1957 over 1955, was 33%.

TvB reported advertiser endorsement, in terms of percentage of dollar increase (time only) for the first four months of 1957 against the similar period for 1956, was 7.8%, according to Publishers Information Bureau figures.

Network Tv Program Audiences
1955, 1956, 1957
(Jan.-May of each year)

	Rating	Homes (Add 000)	Percent Change
Average Evening Program			
1955 (139)	22.7%	6233	
1956 (136)	23.7	7401	
1957 (128)	24.3	8834	Plus 11%
Average Weekday Daytime Program			
1955 (48)	9.1%	2471	
1956 (51)	9.5	2975	
1957 (53)	9.3	3294	Plus 11%

(Number of programs shown in parentheses)

CBS' Tito Interview to Get Accompanying 'Panel' Talk

CBS NEWS, which stirred up a national ruckus last month with its June 2 Nikita S. Khruschchev interview on CBS-TV's *Face the Nation,* obviously isn't taking another chance.

Last Thursday, in announcing that it would schedule Edward R. Murrow's filmed interview with Yugoslavia's Marshall Tito the following Sunday (yesterday), CBS made it known that the special *See It Now* program also would consist in part of a live discussion or analysis of the Communist official's party line. Scheduled to moderate the panel—consisting of Mrs. Claire Boothe Luce, former U. S. Ambassador to Italy; *Foreign Affairs* editor Hamilton Fish Armstrong, and the *New York Times'* William H. Lawrence—was CBS newsman Richard C. Hottelet.

The program was to be seen on CBS-TV from 3:30-5 p.m., with CBS Radio carrying the audio from 9:30-11 p.m. that night. Mr. Murrow and a special *See It Now* crew flew to Marshall Tito's retreat on Brioni Island off the Yugoslavian coast two weeks ago.

Meanwhile, it was learned that hard on the heels of two Communist leaders, CBS would schedule a well-known "neutralist." Although at first CBS officials as well as Government of India spokesmen declined to comment, it was learned Thursday that Indian Premier Jawaharlal Nehru would appear on *Face the Nation* next Sunday at 5 p.m. Mr. Nehru, now in England, will be interviewed in London on film by Howard K. Smith, departing CBS News London Bureau chief, and two "panelists," Alexander Kendrick, also CBS News, and Howard Handleman of International News Service.

CBS news officials in Washington said the format would be like the regular *Face the Nation* program except that instead of three panelists (plus moderator) there would be only two. Next Sunday's program is also the first "unrehearsed and spontaneous" news panel show on which Mr. Nehru has appeared. During the Indian leader's most recent visit to Washington, CBS handled the tv "pool coverage" of his news conference at the Pan-American Union. FTN Executive Producer Ted Ayres and his associate, Beryl Denzer, again will handle the show.

CBS had suffered accusations in some quarters for having given wide circulation to the Soviet leader's "propaganda," by failing to provide immediate rebuttal and/or analysis of the interview. CBS thereupon set aside time the following Sunday (June 9) for such a follow-up program.

CORPORATE discussion takes to the coaxial cable tonight when the presidents of two major corporations involved in a recent merger will appear on television to discuss expected results of the merger. It is believed to be the first time that the heads of two firms have used commercial time to discuss a merger in terms of its effects on customers, employes and stockholders. William C. Stolk (1), president of American Can Co., and Clarence L. Van Schaick, president of Dixie Cup Co., will appear on Canco's NBC-TV news program to point up prospects of better products and opportunities through combined facilities. American Can recently acquired the paper cup firm, which henceforth will operate as a Canco division.

NBC-TV Assembles Staff To Produce 'Crisis' Films

NBC-TV reported last week it has assembled a staff of seven directors, with experience in both tv films and motion pictures, to be employed by the two units that will produce on film 20 to 42 *Crisis* programs to be carried on the network starting Sept. 30 (Mon., 10-11 p.m. EDT). The directors will be members of units headed by Executive Producers Alan Miller and Alfred Hitchcock.

The directors of the *Crisis* film episodes (22 programs will be live) are John Brahm, Herschel Daugherty, Robert Florey, James Neilson, Robert Stevenson, Don Weis and Robert Stevens. Senior director for the live *Crisis* shows is Don Medford and executive producer is S. Mark Smith.

The man with the sharp pencil figures Collins broadcast equipment the best buy...

and he is right!

Collins CREATIVE LEADER IN COMMUNICATION

DOERFER TO FCC CHAIRMANSHIP AS McCONNAUGHEY ENDS TENURE

- **White House announcement of appointment expected today**
- **Departing chairman and aide join Sutton law firm as partners**

APPOINTMENT of FCC Comr. John C. Doerfer as chairman of the FCC, succeeding George C. McConnaughey, becomes effective today (Monday).

Mr. Doerfer's appointment to the FCC helm was assured when White House News Secretary James C. Hagerty said Wednesday that President Eisenhower intends to designate the Wisconsin Republican as chairman effective today (Monday).

Mr. Hagerty's statement came with the issuance of correspondence between Mr. McConnaughey and the President. Mr. McConnaughey completed his term yesterday (Sunday), after serving as chairman of the FCC since October 1954.

The Commission membership left vacant by Mr. McConnaughey's departure remained unfilled. At week's end there was no official word as to a new appointment.

Mr. Doerfer was named to the FCC in 1953 to complete the term of then Comr. Robert F. Jones. He was reappointed to a full seven-year term in 1954.

During his four years as a commissioner, Mr. Doerfer has been outspoken on a number of issues.

He sponsored what was finally adopted by a Commission majority—the policy that the FCC has no statutory authority to consider the economics of a market area in deciding whether to grant a new broadcast facility.

Defending the Commission majority's decision in approving the NBC-Westinghouse stations exchange, Mr. Doerfer wrote a forceful, separate opinion answering the dissent of Comr. Robert T. Bartley. In this Mr. Doerfer took the view that basic questions of antitrust violation should be considered and acted upon by the Department of Justice, not the FCC. He also emphasized that the Justice Department is not foreclosed from moving in on a case, even after the FCC actes, if it thinks there is an antitrust violation involved.

Mr. Doerfer doesn't like overcommercialization, and that goes for giveaways, too. In strong dissents in two radio station renewal cases, he urged hearings be held because of what he considered excessive commercialism. In another transfer case, he held out for a hearing because the station was considered to be "buying" audiences.

Throughout the allocations proceedings, Mr. Doerfer consistently has voted against large-scale deintermixture, particularly where the deletion of a vhf channel is involved. His contention has been that uhf cannot do the coverage job of vhf.

He has taken a forthright stand against the protest provision of the 1952 amendments to the Communications Act; against the liabilities of Sec. 315 of the Communications Act which requires that broadcasters offer equal time to political candidates if any one is allowed to use their facilities; in favor of permitting station licenses to run indefinitely, with the Commission calling stations to account only where there is a reason for so doing; and in the Edward Lamb case, where he was one of the commissioners insistent on holding the hearings on allegations of left-wing sympathy. After the hearings began, however, Mr. Doerfer detached himself from the case. He did not participate in the recent decision restoring Mr. Lamb's license.

Mr. Doerfer is understood to be among those in favor of field trials on toll tv.

At the time of his appointment to the FCC, Mr. Doerfer was chairman of the Wisconsin Public Service Commission. He is a member of the executive board of the National Assn. of Railroad & Utilities Commissioners. He has also been active on the President's Conference on Administrative Procedures.

The Wisconsin Republican was born in Milwaukee in 1904. He received a B.A. in Commerce from the U. of Wisconsin in 1928, and a J.D. degree *cum laude* from Marquette U. Law School in 1934. He practiced law in West Allis, a suburb of Milwaukee, from 1934 to 1940, when he was elected city attorney on a non-partisan ticket. He was re-elected to this post in 1944 and again in 1948. In 1949 he was named to the Wisconsin Public Service Commission, being elected chairman by fellow members and in 1951 was appointed chairman by Gov. Walter Kohler.

Mr. McConnaughey announced late last week his association with George O. Sutton, veteran Washington communications attorney, and Robert D. L'Heureux, his administrative assistant at the FCC. The firm will be known as McConnaughey, Sutton and L'Heureux, with offices in the National Press Bldg., Washington. Mr. McConnaughey also will be associated with his son, George C. Jr., in the Ohio law firm of McConnaughey & McConnaughey in the Lincoln LeVegue Tower, Columbus.

Mr. McConnaughey was appointed to the FCC in 1954 by President Eisenhower to fill the unexpired portion of the term of Comr. George E. Sterling who retired that year. He was named chairman, succeeding Comr. Rosel H. Hyde.

Before being named to the FCC, Mr. McConnaughey was chairman of the federal government's Renegotiation Board. Before that he was chairman of the Ohio Public Utilities Board. He was born in Hillsboro, Ohio, in 1896, attended Denison U. and received his law degree from Western Reserve U. in 1923. He practiced law in Cleveland and in Columbus before coming to Washington. In 1944 Mr. McConnaughey was president of the National Assn. of Railroad & Utilities Commissioners.

McCONNAUGHEY SUTTON L'HEUREUX

CHAIRMAN DOERFER

Mr. Sutton is a former Federal Radio Commission employe, joining FRC in 1928 as technical assistant to then Chairman Ira E. Robinson, and later becoming assistant chief engineer in charge of broadcasting. He resigned from FRC in 1930 to open his own law office and has been a communications and administrative law attorney ever since. He is a 1919 graduate of the U. of Tennessee, and worked for General Electric Co. as an engineer 1925-27.

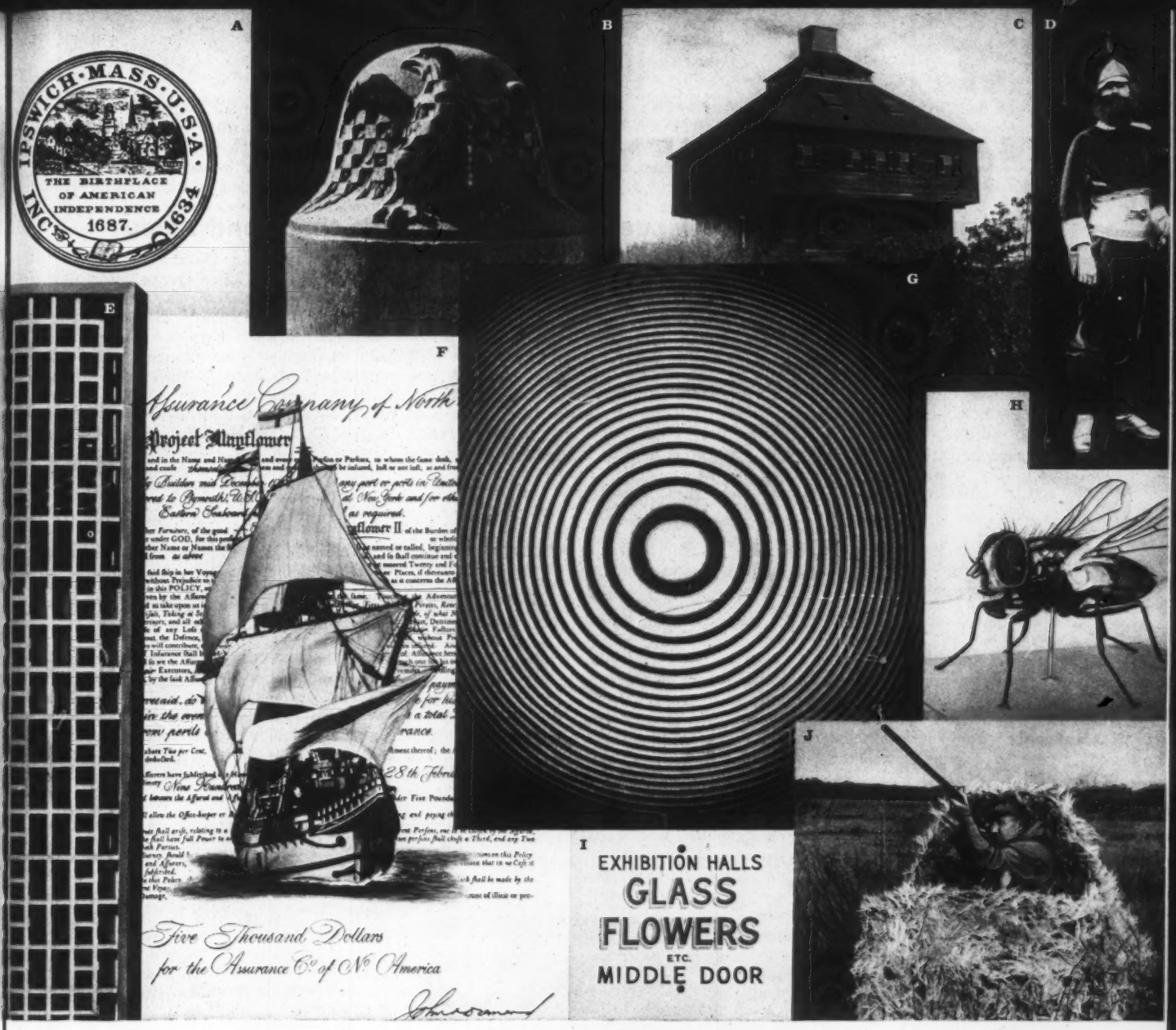
Mr. L'Heureux joined the FCC as Mr. McConnaughey's administrative assistant specializing in Congressional liaison in January 1956. Before that he was chief counsel at different times of the Senate Banking & Currency Committee, the Joint Committee on Defense Production and the Senate Commerce Committee.

He is a native of Manchester, N. H., a 1938 graduate of Georgetown U. Law School, and holds master's degrees from Georgetown and George Washington U. both in Washington. He also holds a Litt. B. from the U. of Montreal, and has for the last several years been a law professor at Catholic U., Washington.

The President made public an exchange of correspondence with Mr. McConnaughey last Wednesday. In an undated letter to the President, Mr. McConnaughey said he felt he must retire from government service after June 30 because of "personal considerations." The President responded, also in an undated letter, expressing his regret at Mr. McConnaughey's decision and citing his "able and distinguished service to the Nation and to this Administration."

Mr. McConnaughey was feted by the FCC staff last Thursday afternoon, receiving a scroll in which the commissioners and staff paid tribute to his "gracious attitude, patience and devotion to duty." They also said, "He has brought to his office a warmth, a sincerity and a fundamental sense of fairness which have earned him the respect and affection of all who have known him. . . ."

The Commission staff presented the retiring chairman with a desk-side cabinet and a high fidelity phonograph player. FCC members presented him with a desk pen set.



How well do you know the Boston market?

No tourist agency, WEEI, but nonetheless proud of Boston's landmarks and traditions. How many of our places, people and things do *you* recognize?

A. Town seal of Ipswich, Mass.

B. Stone carving of eagle in front of Boston Public Library.

C. Private residence, Marblehead, Mass.

D. Morgan Baker, presently Director of WEEI's HPL, seen here as Myles Standish in high school play.

E. Parking garage at Franklin and Pearl Streets, Boston.

F. The Mayflower II, whose voyage to Plymouth is covered by The Insurance Company of North America.

G. Calcite viewed between a pair of circularly polarizing filters produced by the Polaroid Corp., Cambridge.

H. Model of house fly enlarged 264,000 times at the Museum of Science, Boston.

I. Sign on grass of Agassiz Museum of Glass Flowers, Harvard University.

J. Boat-and-Blind combination manufactured by Porta Co., Inc., Canton, Mass.

In 1924 WEEI made its first broadcast in Boston. For 33 years the station has lived and grown in the Boston milieu. Advertisers know this and depend upon WEEI's experience and knowledge for the most effective sales campaign in Boston.

But if WEEI knows the Boston market, so do Bostonians know WEEI.

WEEI leads all of its competitors, both network and independent in audience penetration. On a total week basis, WEEI reaches more than 81% of the radio homes in the Boston area.* When you want your product up for sale in the Boston market, call CBS Radio Spot Sales or WEEI Radio.

*Source: 5-County Boston Pulse area. Pulse CPA Report, November, 1956.

WEEI

McCONNAUGHEY'S PARTING SALVO

Retiring chairman takes issue with Celler in less-than-fond adieu

WHEN George C. McConnaughey retired from the FCC last week he left behind a sizzling counterattack on Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee.

In his last week as chairman and as a member of the FCC, the Ohio-born Republican had hot words for innuendoes that the FCC had failed in its public trust under his stewardship. The charges were made two weeks ago by Mr. Celler in a talk before communications lawyers in Washington [B•T, June 24].

Stung by what he considered unfair criticisms of the Commission and its staff by Mr. Celler, Mr. McConnaughey unleashed a vitriolic blast at the New Yorker and the staff of the House Antitrust Subcommittee, which last month issued a report castigating the FCC for allegedly permitting abuses to develop from "network domination" [B•T, June 10].

The bulk of Mr. McConnaughey's heated reply was the imputation that Mr. Celler had been sold a bill of goods by "disgruntled uhf applicants and grantees." He also questioned Mr. Celler's "cocksureness" and "antitrustmindedness."

In an exclusive interview with B•T last week, Chairman McConnaughey answered a series of questions based on the charges made by Mr. Celler. The questions and answers follow:

Q. Mr. Celler said that the FCC has been "unduly industry-minded" and that it has been "unduly informal" in its relations with industry representatives.

A. If by "industry-minded," Mr. Celler means that the Commission has attempted to do what is best for the industries which it regulates or supervises, I would be inclined to agree with him. However, I suspect from his other remarks that he means that the Commission has neglected the public interest to do industry's bidding. This I categorically deny and I challenge him to cite facts, as distiguished from spurious, self-serving general assumptions and conclusions by disgruntled applicants before the FCC, in support of his charge.

Certainly I find no facts to support his charge in the record of the hearings his committee has held. In fact, one of the fine features of the Commission is that it usually has members who represent all shades of opinion on controversial industry matters. All points of view are usually thoroughly considered and discussed.

It must be a great comfort to be so sure of what is the only sensible thing to do in these complicated issues, as Mr. Celler seems to be. Oddly enough our expert staff and the staffs of our parent committees, the Senate and House Committees on Interstate and Foreign Commerce and the membership of those committees do not seem to possess that "cocksureness." This is still more surprising when we consider the fact that Mr. Celler relies so implicitly on his staff, which is but cutting its eyeteeth on communications matters. They profess to substitute their judgment for that of the expert Commission staff and membership, while looking into multitudinous other problems in other agencies. If they happened to be right in the case of the FCC in so short a time, future generations would undoubtedly attribute to them greater wisdom than Solomon's.

Now, as to the charge that the FCC has been "unduly informal" in its relations with industry representatives, I would suggest that no provision of law, and no custom or known or hidden Congressional intent requires the Commission to be formal in its dealings with industry—any more than any other quasi-judicial body. Fortunately, Commission members and personnel meet with representatives of all segments of the industry, proponents and opponents of all issues, and learn from all of them and their opposing points of view, just as members of Congress normally do. I think this is a virtue, rather than a fault.

Q. In his speech Mr. Celler said the FCC has "sanctioned and fostered excessive economic concentration."

A. I will take the judgment of the courts before that of Mr. Celler and I challenge him to point to even a single court decision where it was held that the FCC fostered excessive economic concentration. After all, that charge should be easy enough for a disgruntled litigant to prove in a court, if it is true, rather than to make the charge before the House Judiciary Committee.

Q. What do you think Mr. Celler meant when he said that the FCC has failed adequately to perform its statutory functions?

A. This is another generalization which Mr. Celler cannot prove and I cannot disprove. I suspect that for Mr. Celler "adequately" would mean that the Commission should espouse his New Deal concept of extreme government regulation of the business judgment of licensees rather than the middle-of-the-road approach of allowing the traditional American method of private enterprise to govern our economy with only the minimum checks by government to prevent abuses.

Q. What do you think Mr. Celler meant when he said that the FCC has failed to follow the letter and the spirit of the antitrust laws?

A. I believe that Mr. Celler is so antitrust-minded that he confuses the jurisdiction of the Justice Department with that of the FCC. We do take the antitrust laws into consideration, and we do not make grants to applicants who have been found guilty of serious antitrust violations. However, we do not go back to Adam in looking into past violations and we do not profess to possess the expertise of the Justice Department. If we approve a grant and the Justice Department disagrees with us on its antitrust implications, the Justice Department can go to court and prove its case, and incidentally, prove that we misinterpreted the letter of the law. The letter of the law is complicated enough, so I will leave to Mr. Celler the determination of what its spirit is.

Q. What is your reaction to Mr. Celler's imputation that commissioners discuss the merits of pending cases with interested parties. And, do you feel that the FCC needs a code of ethics to prohibit *ex parte* discussions of pending cases?

A. Mr. Celler should distinguish between quasi-judicial and quasi-legislative matters. In the latter there is no restriction on any commissioner or personnel discussing *ex parte* an issue with whomsoever he chooses. I have seen no evidence in the hearing record of Mr. Celler's subcommittee to the effect that *ex parte* discussions were held on substantive matters, as distinguished from procedural matters in connection with quasi-judicial cases.

If Mr. Celler has evidence of FCC commissioners discussing the merits of quasi-judicial cases off the record in violation of the Communications Act, I wish he had called them to my attention when I was chairman in order that I might have attempted to put an end to such practices. I am not aware of such practices.

In my opinion a code of ethics is unnecessary and it would be

of dubious value. If a commissioner should choose to violate the law as presently written, he would not hesitate to violate a simple code of ethics. Perhaps that is why codes of ethics have not been adopted, for instance, to curb members of Congress from using their position to attract clients to their private law offices or to prevent them from attempting to sway the decisions of independent agencies through loose charges and implied threats.

Q. Mr. Celler said that FCC actions have been inconsistent with order and fairness, and that the FCC has not acted as a quasi-judicial body.

A. Again we have here a generalization which cannot be proven or disproven. In fact I could well be tempted to state that Mr. Celler's charges are inconsistent with order and fairness, but I would rather point to the facts and let the Congress and the public be the judge of that. As to his charge that the FCC has not acted as a quasi-judicial body, perhaps Mr. Celler's concept is different than mine. I have served on state and federal quasi-judicial bodies. I have found them to be on a par in judicial fairness with the very fine state and federal courts before which I have practiced for 30 years—and this includes the FCC.

Q. Mr. Celler called for appointment to the FCC of persons "dedicated to serving the public interest" at both staff and Commission level. This came when he implied FCC personnel are not dedicated to serving the public interest . . .

A. This is an unfounded slur on the FCC. I challenge Mr. Celler to prove that. This is such a bitter, personal argument that I suspect Mr. Celler has something more to serve than the public interest in making these allegations. Perhaps he has identified himself too closely in interest with disgruntled segments of the industry. Mr. Celler cannot find a more expert and more devoted staff anywhere in the government than at the FCC. I have already stated my high regard of the Commissioners.

Q. But he openly stated that the Commission has subordinated the public interest to private interest, naming the NBC-Westinghouse stations exchange and the Boston ch. 5 grant to the *Herald-Traveler* . . .

A. I shall not deviate from accepted standards of fair play and comment on the NBC-Westinghouse exchange and the Boston *Herald-Traveler* ch. 5 grant while both are before the courts. In fact I am surprised that the chairman of the House Judiciary Committee should depart from this traditional approach. However, I am sure that if Mr. Celler had read all the record in those cases, he would not be so cocksure of his conclusions, and might well have decided these cases as the majority of the Commission did.

Q. What is your comment to Mr. Celler's charge that the FCC has surrendered its "avowed policy of favoring diversity in the ownership of the media of mass communications," and of considering the antitrust history of applicants?

A. The Commission has not deviated from its general policy of favoring diversity in ownership of the media of mass communications and of considering the antitrust history of applicants. These were never absolutes, but factors to be considered along with others in a case. These factors can be and often are outweighed by several other equally or more important factors. Mr. Celler knows this and all he is trying to say is that in certain cases he would have voted with the minority. So what?

Q. On the allocations problem, Mr. Celler said the Commission has "fumbled with the vital problems of tv outlets and allocations." He also said that in recent actions the Commission has strengthened and entrenched vhf, although repeatedly declaring that uhf is essential for a nationwide, competitive tv service.

A. Mr. Celler is echoing the general complaints voiced at the Potter hearings and the more recent Senate Commerce Committee hearings, the Evins subcommittee hearings, and so forth by disgruntled uhf applicants and grantees.

All I have to say on this is that nothing specific was done to help uhf grantees out of their dilemma until June 26 of last year [when the FCC issued its allocations notice indicating the possibility of moving tv to the uhf, but calling for a technical study of uhf propagation and equipment first] because the action of the Commission in 1952 had intermixed uhf and vhf. Uhf grantees took a chance with a new medium; experience had to be gained by the industry and the Commission. This experience was discouraging to many uhf owners. When a reasonable although still inadequate solution was found, the Commission applied it. Our action was highly commended by a large, bipartisan majority of the Senate Commerce Committee, which, together with the House Interstate and Foreign Commerce Committee, possesses more expertise than any other committee on the Hill in these communications matters.

Between Mr. Celler charging that the Commission has fumbled and the plaudits of the Senate Committee possessing expertise in these matters, we are willing to leave the judgment on who is right to the good sense of the American people.

Q. Mr. Celler said the Commission has been remiss in failing to conclude the 1948 investigation into AT&T line charges for tv intercity connections, and the 1954 proceeding looking toward permitting tv stations in remote areas to provide their own microwave relay facilities.

A. Mr. Celler apparently did not have called to his attention the explanation which I and our expert staff gave his subcommittee on this matter. There is continuous supervision or investigation of both these matters going on in the Commission. Tv stations are being allowed, case by case, to provide their own microwave relay facilities and no "conclusion" of the investigation and proceedings is called for or in order at this time. Perhaps some day Mr. Celler's staff can become more conversant with the varying types of procedures in the Commission.

BARROW GROUP TO OUTLINE FCC AUTHORITY

Q. How much authority does the Commission have in correcting alleged "abuses" by networks, such as option time, must buys, tie-ins between network time sales and network owned or controlled programs, exclusive talent contracts, quantity discounts, and broadcast activities in the music field? All of these practices have been questioned by Mr. Celler's committee in its report.

A. The answer to this will be provided largely by the findings of the Barrow group [the network study staff under the direction of Roscoe R. Barrow]. The Congress has authorized thousands of dollars to provide these answers, and Mr. Celler's staff with a miraculous flip of the magic wand seems to be convinced that they have found all these answers. Certainly the Commission should correct many of the alleged abuses under its existing powers, if they are found to be abuses and not necessities of the trade or industry.

Q. Have you any comments to make on Mr. Celler's bill to revise the Clayton and Robinson-Patman Acts to prohibit network and station quantity discounts?

A. I have not had the opportunity to read the bill, but I would want to do so very thoroughly, if the same preparation went into it as in the preparation of Mr. Celler's remarks before the Federal Communications Bar Assn. I have never seen so many gratuitous assumptions made by the chairman of an important committee of the Congress.

In fact, I will rest on the conclusion of three great members of Congress who are members of the Celler subcommittee. On June 20 they [Reps. Kenneth B. Keating (N. Y.), William M. McCulloch (Ohio), and William E. Miller (N. Y.), all Republicans] had this to say of the Celler outburst at the FCBA luncheon:

"We are astonished by Chairman Celler's statement today. The recent report of the Judiciary subcommittee furnishes no justification whatever for such an outburst. It is true that the Chairman wanted to criticize the members of the FCC severely in our report but the Committee rejected his extreme views. The Chairman has the perfect right to level any charge he wants to but he ought not to put words in the mouths of his colleagues. Politics rather than the evidence must have been uppermost in his mind when he let loose with this blast."

PABST, INGRIM WIN BAY AREA CH. 2; PITTSBURGH MERGER DISCUSSED

- **Buffalo reopened, Shreveport reaffirmed, Seattle deferred**
- **New Orleans uhf gets chance for dual operation on vhf**

ONE tv station was authorized, another seemed to be on the verge of being approved provided agreement can be reached in a merger agreement and a third transmitter was authorized to begin operating as the FCC met last week with FCC Chairman George C. McConnaughey presiding for the last time.

Mr. McConnaughey retired from public life yesterday (see page 52).

In San Francisco-Oakland, the grant of ch. 2 was made to San Francisco-Oakland Television Inc. A merger-option agreement was reached with principals of the three competing applicants to become effective probably this week.

In Pittsburgh, the grant of ch. 4 to WCAE awaited a firm merger agreement with KQV with the principals of both stations scheduled to meet Friday afternoon to work out details.

In New Orleans, the Commission approved the use of ch. 12 there by WJMR-TV, now operating on ch. 20, on an experimental basis—with dual operation.

The Commission also ordered the Buffalo, N. Y., ch. 7 case to be reopened to review the financial qualifications of WKBW Buffalo, and reaffirmed the grant of ch. 12 Shreveport, La., to KSLA there.

A further consideration of the Seattle ch. 7 case last week by the Commission resulted in another draw causing the FCC to defer action on this long-drawn out proceeding for another week.

The San Francisco-Oakland ch. 2 hearing involved three applicants: San Francisco-Oakland Tv Inc., Tv East Bay, and Channel Two Inc. San Francisco-Oakland inincluded Don Lee Network executives Ward D. Ingrim and William D. Pabst, each owning 47.5%; and Harry R. Lubcke, consulting engineer, 5%. Tv East Bay was controlled by oilman Edwin W. Pauley. Channel Two Inc. was 35% owned by Stoddard P. Johnston, 5% each by former broadcasters Howard L. Chernoff and John A. Kennedy, 5% by J. R. Knowland *(Oakland Tribune)*, and others.

An initial decision in 1956 recommended that the FCC grant the vhf channel to Channel Two Inc. Last May the Commission announced that it had instructed its staff to prepare a grant to San Francisco-Oakland.

The merger agreement is understood to provide that Channel Two and East Bay withdraw and that San Francisco-Oakland thus eliminate prospects of litigation. Options were issued to Mr. Pauley to purchase 25%; Mr. Johnston, 5% (repurchaseable in two years by Messrs. Ingrim and Pabst), and Mr. Lubcke, 1%. Messrs. Ingrim and Pabst would retain 51% control. New to the company would be Willet D. Brown, Don Lee president, who would be permitted to buy 18% interest. Mr. Brown, who would resign as Don Lee president, also would undertake to construct the physical facilities for the ch. 2 station and lease them to the grantee.

Originally, San Francisco-Oakland had an agreement with RKO Teleradio Pictures Inc. (owner of Don Lee Network and other radio and tv stations, plus MBS) to construct the ch. 2 facilities.

The merger agreement also provided that 65% of out-of-pocket expenses of Channel Two Inc., amounted to about $150,000, would be met by San Francisco-Oakland.

The instructions to the staff to prepare a decision favoring San Francisco-Oakland [B•T, May 20] had repercussions on Capitol Hill when both Rep. Clair Engle (D-Calif.) and Rep. John F. Baldwin Jr. (R-Calif.) published in the *Congressional Record* last week complaints against the proposed grant. Both claimed that 250,000 residents of Contra Costa County and Solano County would be bereft of tv service if a grant was made to any applicant proposing to put his antenna in San Francisco or San Mateo County.

The grant of ch. 2 in San Francisco brings the number of vhf outlets in that city to four, plus one uhf operating and two authorized.

In the Pittsburgh ch. 4 case, there are five applicants: WCAE Inc. (Hearst), Television City Inc. (KQV), WLOA Braddock, Pa.; Irwin Community Television Co. (Edward J. Hirshberg-Clarence T. Schade-H. Clair Altman and others); Wespen Tv Inc. (controlled by the Fink family).

An initial decision last year favored the KQV application. However, when one of the principals, Irwin D. Wolf, died, the hearing was reopened to take this into account. A second initial decision issued last April recommended granting the WCAE Inc. application.

Negotiations between the KQV interests and the WCAE principals were scheduled to come to fruition Friday afternoon on the subject of a merger between the two applicants, permitting a quick grant. Both agreed to reimburse the other three applicants, up to a total of $50,000 each, for expenses incurred in prosecuting their applications.

In the latest negotiations, WCAE Inc. offered to set up a new company to be jointly owned by Hearst and KQV principals. The questions of what would happen to the respective radio stations was one of the subjects to be decided at the Friday meeting.

The ch. 4 grant, when and if made, would bring to Pittsburgh its third commercial vhf outlet; there is one on the air, another scheduled to begin operating next month. There are also three uhf grantees.

In New Orleans, WJMR-TV, now operating on ch. 20 there with 1 megawatt, asked the FCC for permission to operate simultaneously on the newly dropped-in ch. 12 with 316 kw from the present Canal Street WJMR-TV site on an experimental basis. In order to protect ch. 12 WJTV (TV) Jackson, which is 30 miles less than the required 190 miles separation, WJMR-TV proposes to use a directional antenna. WJMR-TV proposed to spend $150,000 to build the experimental operation. The application has been opposed by, among others, Assn. of Maximum Service Telecasters because of the mileage separation compromise. Comr. Mack abstained from voting.

Approval of this proposal would give New Orleans its fourth vhf signal; there are two stations (one educational) already on the air, another scheduled to begin operating next month, one uhf operating (WJMR-TV) and two uhf grantees.

The Buffalo ch. 7 case involves three applicants: Great Lakes Television Inc. (comprising the *Buffalo Courier-Express*-WEBR; Berkman-Laux interests [WSTV-TV Youngstown, Ohio, and others]; Cataract Theatre Corp., and WKTV [TV] Utica, N. Y., interests); Greater Erie Broadcasting Co. (WWOL Buffalo) and WKBW Buffalo.

Great Lakes Tv holds an initial decision, but it is understood that an FCC impasse gave impetus to the decision to reopen the hearing to take additional evidence on a bank loan arrangement which is part of the WKBW application.

Buffalo has two vhf stations operating and one uhf, owned by NBC.

In Shreveport, the Commission had granted ch. 12 there to KSLA but was forced to reconsider the decision when Don George, the principal owner, died and the appeals court returned the case. The FCC is understood to have rewritten its final decision to take into account Mr. George's death, finding this did not change its preference for the Shreveport Television Co. group. Opposing applicants are KCIJ and KRMD, both Shreveport.

In Seattle, there are three applications for ch. 7: KIRO Seattle, KXA Seattle and KVI Seattle. KIRO has been recommended for the grant by an examiner.

U. S. Judge Reserves Decision On FCC Film Subpoena Case

ARGUMENT was held last week in U. S. District Court in New York on a show-cause order obtained by the FCC to compel four independent tv film producers-directors to reply to a questionnaire from the Commission's network study committee [B•T, June 24]. Judge Frederick Van Pelt Bryan reserved decision and gave counsel for both sides until tomorrow (Tuesday) to submit supplementary briefs.

The companies—Screen Gems, Ziv Television Programs, MCA-TV and Revue Productions—have resisted responding to FCC subpoenas requiring them to file data the Commission requires. Counsel for the companies last week asked the court to quash the Commission's subpoena against the firms. They argued that detailed costs and prices asked for in the questionnaire were not relavant to the Commission's study of network operation and that disclosure of "business

secrets" could be damaging to their competitive position in the industry. They offered to supply summary data on production costs and sales grosses but declined to give information about "specific programs in specific markets."

Representing the companies were Paul Porter, Screen Gems; Cyrus Vance, MCA-TV and Revue Productions, and Samuel Silverman, Ziv.

FCC General Counsel Warren E. Baker defended the Commission's right to this financial information, claiming this data was relevant to the study. He said that 40 other distributors had filed data with the committee and noted that the FCC would respect confidentiality—"as far as possible." Asked by Judge Bryan to elaborate on the confidentiality issue, Mr. Baker said he could give no strict assurance that all matters would be kept confidential, adding that the Commission might release some information if this was deemed "in the public interest." He pointed out that Congress might request the information and then decide to release part of it "in the public interest." Outside of these conditions, he said, the information would be kept confidential to the best of the Commission's ability.

WJIM-TV Asks Permit to Build Flint Microwave Relay Unit

WJIM-TV Lansing, Mich., filed an application with the FCC last week, for a new microwave intercity relay station in Flint, Mich.

The proposed relay station would send signals of Flint-originated programs to Lansing via WJIM-TV's tower located between the cities. In its application, Gross Telecasting Inc. (licensee of WJIM-TV), said the rates for existing common carrier service are "exorbitant." Rates were reported at $4,780 per month on a ten-year basis, with a $45,000 termination fee which would decrease at one-twentieth per month. Gross' application listed $15,000 for construction.

WJIM-TV is 51.35% owned by Harold F. Gross and family.

FCC Approves WAAM (TV) Sale To WBC in Barter of Stock

THE FCC last week approved the sale of ch. 13 WAAM (TV) Baltimore to Westinghouse Broadcasting Co. for 78,000 shares of the latter's newly issued ($12.50 par) common stock, thus giving the multiple radio-tv owner its fifth and final vhf station [B•T, May 13].

The same stock offerings were quoted at $65.25 on the New York Stock Exchange at closing Thursday, placing the value of the 78,000 shares at almost $5.1 million.

WAAM, which went on the air in 1948, has been largely owned by the Ben and Herman Cohen families of Baltimore; Norman C. Kal, Washington agency man, 7%; Henry G. Fischer, Washington attorney, 7%; Dr. Harry Goldmann, 4.5%; and the Herbert Levy estate, 3.5%. The purchase includes the acquisition of over $500,000 in liquid quick net assets some time ago.

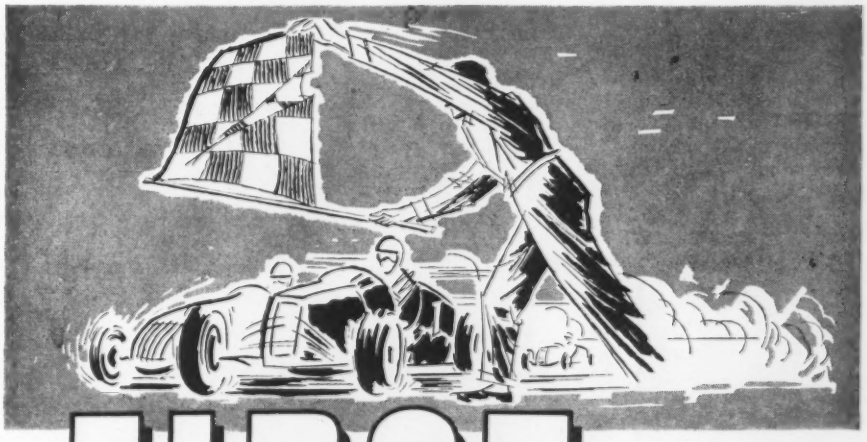
Official approval of the transaction marks the limit for WBC of the amount of vhf outlets (five) that may be owned by any one interest under FCC's multiple ownership rules. Westinghouse now owns WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX (TV) San Francisco, and WAAM.

WBC bought all these except the Boston station. It purchased KDKA-TV for $9.75 million in 1955, and KPIX for $7.5 million in stock in 1954. Also, it bought what was then ch. 3 WPTZ (TV) Philadelphia for $8.5 million in 1953, but this was involved in the 1955 package exchange of stations with NBC whereby WBC received what are now KYW-AM-FM-TV Cleveland and NBC what are now WRCV-AM-TV Philadelphia. WBC got $3 million additional in that transaction.

Comments Asked on Proposal To Raise Powers of Local Am's

COMMENTS on proposed rulemaking that would permit local am stations to raise daytime power maximums from 250 w to 1 kw were invited by FCC June 21.

New as well as existing stations could apply for power increases on a case-by-case basis if Commission proposals are adopted. FCC could facilitate increases where objectionable interference would not result. Also, Class IV stations could use directional antennas in daytime. Aug. 2 is the deadline for comments. The notice follows an April 1956 petition by Community Broadcasters Assn.



FIRST

*IN 51 OF 72 COMPETITIVE
Daily QUARTER HOURS in Rochester, N.Y.
and tied for first Four times!

	WHEC	STATION B	STATION C	STATION D	STATION E	STATION F**
FIRSTS	51	13	4	0	0	0
Ties for First	4	1	3	0	0	0

*Latest Rochester Metropolitan Area PULSE, March 1957. (Mondays thru Fridays—Sign on to Sign-off.)
**Station signs off at local sunset.

WHEN WHEC SPEAKS . . . ROCHESTERIANS LISTEN!
BUY WHERE THEY'RE LISTENING: —
CBS WHEC of Rochester
NEW YORK
5,000 WATTS
Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

FTC Examiner Finds Against 4 Firms on Bait-Switch Charges

FOUR Flushing, N. Y., firms have been cited by a Federal Trade Commission examiner on FTC charges that they used bait advertising on radio, television and in newspapers to sell their sewing machines. The initial decision by Hearing Examiner John B. Poindexter followed an FTC complaint against Atlantic Sewing Stores Inc., Northern Appliance Stores Inc., Para Specialties Inc. and Appliance Buyers Corp., all operating from the Long Island address.

In his order, which may be appealed, stayed or reviewed by the FTC membership, Mr. Poindexter found the sewing machine sellers made fictitious pricing claims and deceptive gift offers to prospects. Officers cited in the initial decision are Aaron Glubo, Robert B. Epstein and Seymour Exelbert, who, according to the complaint, have operated variously as Household Sewing Guild, Consumers Credit Guild, Fiatelli Sewing Machine Co., Atlantic Sewing Stores and Sew-Mart.

WQED (TV) Asks Uhf Channel For Dual Vhf-Uhf Operation

WQED (TV) Pittsburgh, ch. 13 educational outlet, filed with the FCC for ch. 47 in that city last week.

The station plans to use both channels for educational programming. Ch. 47 has been assigned to Pittsburgh nearly five years and has remained inoperative. WQED said it would feature classroom instruction throughout the school day on the two channels. Station President John T. Ryan Jr. and General Manager John F. White were due in Washington last week to present statements to the Commission regarding the proposed dual operation.

WQED has estimated construction cost at $149,520 and first year operating cost at $40,000. Metropolitan Pittsburgh Educational Tv Stations is licensee of WQED.

Judge's Decree Expected To Dissolve Boxing Clubs

THE future course of the two network telecasts of boxing bouts promoted by the International Boxing Clubs of New York and Illinois is to be made clear today (Monday) when Federal Judge Sylvester J. Ryan hands down his formal decree. It is expected to dissolve both clubs, order James D. Morris Jr. and Arthur M. Wirtz to sever their connections with Madison Square Garden and to describe how the judge's orders can be implemented.

Judge Ryan handed down his decree last week at the conclusion of the government's antitrust action against Messrs. Norris and Wirtz, but at the time he did not outline the procedure for carrying out his orders. For several years NBC-TV has been carrying the IBC's Friday night bouts under the sponsorship of Gillette Co. and ABC-TV the Wednesday night boxing, with Mennen Co. and Miles Labs. as latest sponsors.

An ABC-TV spokesman said its contract for the Wednesday night boxing is with an independent producer, Lester M. Malitz Inc. Mr. Malitz said it is his belief the weekly bouts, outside of championship contests, will be allowed to continue. He said he acquired the rights to the bouts from Teleradio Promotions, a subsidiary of the Chicago Stadium, and claimed the stadium is not mentioned in Judge Ryan's decree. He believes this will be made clear when Judge Ryan hands down his formal decree today.

A spokesman for Maxon Inc., agency for Gillette, said there would be "no comment" until after Judge Ryan's pronouncement today. The IBC contract for the bouts is with Gillette.

Appeals Court Group Vacates Stay Order on Grant of WCLE

A THREE-JUDGE panel of the U. S. Court of Appeals in Washington Thursday vacated its stay order of June 5 against the FCC's grant of a new am in Cleveland, Tenn. (WCLE). The court's action will permit WCLE to stay on the air pending final determination of an economic protest of the grant filed by WBAC Cleveland.

The June 5 order, which would have forced WCLE off the air, was stayed itself the following day, after WCLE had petitioned for a rehearing of the stay order before all nine judges of the court *en banc* [B•T, June 10]. This request was rendered moot in Thursday's action by Chief Judge Henry W. Edgerton and Circuit Judges David L. Bazelon and John A. Danaher and the full court refused to sit for reargument.

Counsel for WBAC Friday filed a petition asking for clarification of the court's latest ruling. WBAC said it has a petition for stay pending which, following Thursday's action, has not been acted upon.

Appeals Court Returns FCC Grant to KARD-TV

ON a technicality the Court of Appeals in Washington last week returned to the FCC the Commission's 1955 grant of ch. 3 Wichita, Kan., to Wichita Tv Corp. (KARD-TV).

The court held the Commission is required to answer all major exceptions. The ruling stated: "Though a specific ruling on each minor exception is not indispensable, the parties and the court should not be left to guess, with respect to any material issue, which of several alternatives the Commission had in mind. It should make the basis of its action reasonably clear. We cannot find that it does so here."

THE FCC had upheld the decision of its hearing examiner [B•T, Aug. 23, 1954] in granting ch. 3 to Wichita Tv. The Commission ruled against KFH Wichita, because of the diversification of media ownership issue (KFH is 38% owned by the *Wichita Eagle*) and against KFH and the other applicant, KANS Wichita, on local live programming proposals [B•T, June 13, 1955].

KARD-TV began operation Sept. 1, 1955.

FCC ACCEPTS TOLL REPLIES

THE FCC last week relented, and decided it would permit replies to be filed to those comments submitted July 8 on questions raised regarding the field testing of toll tv [B•T, May 27]. Although several groups (ABC, CBS and NARTB) had asked for a 60-day deadline, the Commission was stern: It said it would accept countercomments by July 22—only two weeks after the comments deadline.

U. S. Asks Soviets To Accept 'Uncensored' Radio-Tv Exchange

DESPITE Russia's cool reception to the suggestion that there be an East-West tv exchange on a regular basis [B•T, June 24], the U. S. last week officially proposed to the Soviet Ambassador that there be "an agreement in principle at an early date for the regular exchange of uncensored radio and television broadcasts" between the two governments. "The purpose of these broadcasts would be to promote a freer exchange of information and ideas on important world developments," the U. S. said.

The memorandum, handed to Russia's Georgi M. Zaroubin by William S. Lacey, special assistant for East-West exchanges to Secretary of State John Foster Dulles, further stated that "such detailed problems as how often and over what stations these broadcasts would be presented, as well as how certain technical problems could be resolved" could be settled later through diplomatic channels.

Democrats and Republicans were quick to speak in favor of the State Department proposal, which was in line with Senate Majority Leader Lyndon Johnson's call for an "open curtain" between the U. S. and Russia, based on broadcast exchanges. Sen. Mike Mansfield (D-Mont.) said: "We will now see whether Khrushchev is bluffing or if he is sincere." Sen. Alexander Wiley (R-Wis.) said: "I'm for anything that will open the door so a little light can creep in."

Meanwhile, in an address last week in Atlantic City before the annual convention of Kiwanis International, Vice President Richard Nixon added to the pressure being placed on the Soviets by urging them to "prove . . . good faith" by accepting the proposals to exchange radio and tv programs.

FCC, FTC Appropriations Ready for White House Okay

THE INDEPENDENT offices appropriations bill, which includes funds for the operation of the FCC and the Federal Trade Commission for the forthcoming fiscal year, last week was ready for the President's signature after both Houses of Congress came to conference agreement.

The Administration originally had sought $8,950,000 for the FCC, but Congress decided on $8,300,000, a figure which nonetheless is $472,000 more than the Commission got in fiscal 1957.

Then the Senate appropriations committee noted "that the report of the special network study being conducted by the FCC is to be submitted on or about June 30, 1957. In view of the fact that the special appropriation earmarked for this study expires [then], the committee expects the

ROGER HODGKINS, *Chief Engineer, WGAN-TV, Portland, Maine,* SAYS:

"After 1500 hours of on-scene operation, this G-E camera tube still shows no stickiness!"

"THE General Electric camera tube I'm holding has given WGAN-TV more than 1500 hours of top-grade service. And that's with target voltage up. Count the time the filament was lit during camera warm-ups, and you can increase the hours even more.

"At no time has there been a fall-off in picture quality. Resolution is still excellent, burn-in is negligible. In fact, we can use this G-E tube today and be sure of sending out a signal that meets WGAN-TV's high quality standards.

"Our General Electric camera tubes match WGAN-TV's policy of using only the finest equipment. They produce superior pictures and return full-dollar tube life, a combination that is helping us maintain WGAN-TV's reputation of 'traditionally Maine's finest'."

* * *

For quality performance that will please your audience and your advertisers, replace with G-E Broadcast-Designed image orthicons! Your local General Electric tube distributor stocks GL-5820's. Phone him today! *Distributor Sales, Electronic Components Division, General Electric Company, Schenectady 5, New York.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-103

Commission to use the appropriation herein for completion of this study or any implementation thereof necessary."

This budget thinking, in addition to the FCC's decision to delay its network study report until Sept. 30 [B•T, June 24], tended to erase the additional appropriations. And when Congress stipulated that the FCC finance an employe retirement fund to the tune of $455,000 for the first time, it virtually precluded any expansion of the Commission's activities over those of fiscal 1957.

The Trade Commission will operate on $5,950,000 during the next fiscal year instead of the $6,250,000 requested by the Administration. This figure also exceeds the amount granted for fiscal 1957 by $400,000.

Congressmen Feel Measures Could Threaten Free Speech

PROPOSED security machinery designed to prevent unauthorized disclosure of secret government information could threaten freedom of speech, several legislators pointed out last week in commenting on a report issued by the special presidential Commission on Government Security [B•T, June 24].

Language covering jail sentences for publication of secret information "could be a dangerous, unwarranted invasion of freedom of the press," according to Sen. Thomas C. Hennings Jr. (D-Mo.), chairman of the Senate Constitutional Rights Subcommittee. He said many of the Commission's suggestions, however, appear sound and useful.

Sen. Hubert Humphrey (D-Minn.), chief Senate sponsor of legislation that created the commission, praised its work. Referring to recommendations of the commission, he said he considers "superfluous" the provision which would make newsmen subject to criminal penalties for disclosure of classified information.

Sen. Norris Cotton (R-N. H.), who introduced five bills to carry out the commission recommendations, said most of the criticism was aimed at minor recommendations. Like Sen. John C. Stennis (D-Miss.), he was a member of the commission. As vice chairman of the group, Sen. Stennis agreed with Sen. Cotton in considering a plan to set up a central security office as the most important recommendation in the report. The two took the Senate floor to say the provision affecting newsmen was not aimed at the press.

President Eisenhower said at his Wednesday news conference, in answer to questions about his views, he could not see how any man would knowingly reveal secrets affecting the nation's security.

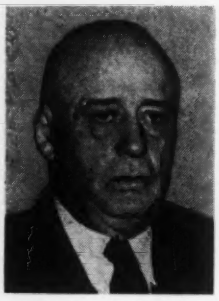
Lloyd Wright, California attorney who was chairman of the study commission, said Thursday he had promised House investigators to supply "concrete examples" of cases where "unlawful disclosure of secret information harmed the public safety."

Rep. John E. Moss (D-Calif.), chairman of the Government Information Subcommittee, had told Mr. Wright he was "deeply disturbed" by implications that reporters had deliberately "purloined" and published security information.

After agreeing to supply a list of specific violations, Mr. Wright protested the Moss statement that the commission had issued an "extreme blanket indictment of the American press." He added the commission members highly respect the voluntary action of the press in handling news that could involve national security.

Rayburn Ban Sticks; Walter Will Desist

THE House of Representatives' ban on radio-tv coverage of committee hearings, imposed by Speaker Sam Rayburn (D-Tex.), remains in effect after a series of broadcasts permitted by the House Un-American Activities Committee [B•T, June 24]. The Speaker last Thursday induced Rep. Francis E. Walter (D-Pa.), committee chairman, to agree that no more committee hearings would be broadcast.



SPEAKER RAYBURN

Offsetting the Speaker's fiat were several legislative measures that would let House committees decide whether to permit broadcasts plus a proposal to allow hearings and floor proceedings to be aired.

The Speaker told newsmen Thursday that Chairman Walter had agreed not to telecast any more hearings by his committee. He refused to amplify the comment in any way. Chairman Walter confirmed that he had agreed not to put any more hearings on the air, explaining he had not previously realized that the Speaker had ruled out telecast hearings generally. He said he still believes tv has a proper place in committee hearings.

In a speech prepared for the House floor, Rep. Donald L. Jackson (R-Calif.) said all news media should be considered on an equal footing in Congressional affairs. He said, "To rule that it is quite all right to photograph a reluctant witness with a Speed Graghic, but that it is improper to record visually his testimony or his arrogance when questioned by a committee of the Congress, is to draw a tenuous line of distinction and to assume a position which the very force of moving events is certain to destroy." Rep. Jackson is a member of the Un-American investigating group.

"The people have a complete and absolute right to know what goes on, and under what circumstances," he continued. "Those whom we represent are footing the bill for the activities of the Congress, and for any and all of its committees and subcommittees. . . . The question resolves itself into one involving an interpretation of what constitutes news media and to what extent one news medium shall be militated against, and which shall be shown preferential treatment. It is my contention that all facilities and media . . . must be considered . . . on an equal basis.

"Having been a member of a committee which has, on many occasions, utilized every means of information to bring the facts of a hearing to the public, I can say that in no instance of which I have any knowledge, has the presence of television done anything more than to increase the arrogance of unfriendly witnesses; amplify their snarling contempt of the Congress, and in general offer them what they believe to be an excellent vehicle for further exploitation of the individual and collective Communist propaganda effort."

NARTB called on its 2,000-plus station members to state their opposition to Speaker Rayburn's refusal to allow committee coverage by radio and tv. President Harold E. Fellows and Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NARTB's Freedom of Information Committee, noted that several congressmen have introduced resolutions advocating equal access for broadcast newsmen. These include measures (H Res 32, 282, 285) introduced respectively by Reps. Martha W. Griffiths (D-Mich.), Hugh Scott (R-Pa.) and George Meader (R-Mich.). Rep. Scott's resolution would allow all House proceedings to be broadcast.

NARTB suggested broadcasters state their views to members of the House Rules Committee. Presidents of the 48 state broadcasters associations were asked to join the effort to broaden radio-tv access to public proceedings.

KRON-TV San Francisco, which covered the House subcommittee's hearings in San Francisco in the mornings and fed coverage to KQED (TV) in the afternoons, said Northern California viewers gave the service "a near-unanimous vote of thanks."

Rep. Kenneth B. Keating (R-N. Y.) introduced a resolution (H Res-291) that would allow each committee to decide radio-tv coverage policies and providing that a witness would have the right to refuse to testify before aural or visual media.

Tri-Cities Wins Initial Decision

INITIAL decision favoring Tri-Cities Broadcasting Co. for ch. 9 in Monahans, Tex., was issued by Examiner Elizabeth C. Smith last week. Tri-Cities agreed to pay the competing applicant (KMPS Broadcasting Co.), on its withdrawal, $3,300 for actual expenses incurred in the prosecution of its application. The proposed service would provide Monahans with its first television station. J. Ross Rucker, J. B. Walton and Mrs. Helen W. Walton are the co-owners of Tri-Cities. Mr. Rucker owns 36% of KVKM Monahans.

Other Lamb Stations Renewed

IN a cleanup of the Edward Lamb case the FCC June 21 renewed the licenses of Lamb-owned WTOD and WTRT (FM) Toledo, Ohio (which is proposed to be sold to John L. Booth group); WIKK Erie, Pa., and WHOO-FM Orlando, Fla. Comr. Lee dissented; Comr. Doerfer abstained. The Commission renewed Mr. Lamb's WICU (TV) Erie, Pa., in a final decision issued about three weeks ago following the end of the controversial proceedings [B•T, June 17].

STARK CALLS PAY TV A 'MONSTER'

- **New York City Council head testifies before House group**
- **Dodgers' O'Malley tells Celler unit of Skiatron tie-up**

PAY TV was labeled a "Frankenstein monster," which is threatening to take away the privilege of watching baseball on free tv, by Abe Stark, president of the New York City Council, last week in testimony before the House Antitrust Subcommittee investigating professional sports.

And Walter O'Malley, president and 50% owner of the Brooklyn Dodgers, testified before the same committee that he has signed a "pilot contract" with Skiatron Corp. which calls for the tv set-owner to pay up to $1 to see a Dodger game on television.

"There is a . . . monopoly in the making —and I want to make this just as strong and clear as I possibly can—a monopoly which plots behind the scenes, and that is the corrupting alliance between baseball and pay tv," Mr. Stark told the committee headed by Rep. Emanuel Celler (D-N. Y.). He stated that over a year ago he warned the Senate Commerce Committee that advocates of pay tv were planning to "destroy free public viewing of sports events, plays, movies, spectaculars and other forms of entertainment.

"Well, that threat is now upon us. The prospect of easy money and windfall profits from toll tv seems to motivate the entire scheme to transfer the Dodgers and [New York] Giants to the Pacific Coast. Our problem therefore is not a baseball trust alone but a more powerful trust—pay television—which is trying to gain respectability by way of the back door," Councilman Stark continued.

He referred to persistent reports that the Dodgers have been negotiating with Skiatron (later admitted by Mr. O'Malley) and said the president of the Giants (Horace Stoneham) has admitted buying Skiatron stock.

"What sort of Frankenstein monster are we creating which today can reach out and threaten the right of the people of New York to watch their own baseball teams?" he asked. "Tomorrow other major league cities will be affected. Ultimately every sport, as well as other forms of entertainment and culture, will be blacked out across the nation in order to satisfy the monopolistic interests of a profit-hungry [pay] television syndicate. Pay tv offers the public nothing new in regular baseball or World Series viewing except a bill at the end of the month."

Mr. Stark noted that the committee is investigating several measures which would place baseball under the antitrust laws. He said the "unholy alliance between the baseball barons" and pay tv "is a proper subject for this committee to investigate. Unless Congress uses its power for the protection of the public, we may all wake up one morning to find that the American people will be paying for the privilege of watching their own television sets."

When Mr. O'Malley took the stand, Chairman Celler asked: "Have you made any arrangements with Skiatron?" The Dodger president replied that he was contacted by Skiatron last March during spring training in Florida and at that time Skiatron stated it would be in a position to put on wired tv programs by next year.

A pilot contract or "escrow agreement" was signed in May between the Dodgers and Skiatron, Mr. O'Malley testified. It called for Skiatron to wire the New York area within a 50-mile radius and also would have been applicable if the Dodgers move to Los Angeles.

The Dodgers would receive one-third of the proceeds, with 25% of the one-third going to the visiting team. Mr. O'Malley said the Dodgers presently receive approximately $450,000 annually for the New York City radio-tv rights and that pay tv would approximately double this amount. Observers considered this a very conservative estimate on the part of Mr. O'Malley.

Mr. O'Malley stated the Dodgers had withdrawn from the Skiatron agreement because "We realized that we were going to be here for these hearings and I preferred not to continue my negotiations in a goldfish bowl." Skiatron and the Dodgers are not discussing the arrangement at the present time, Mr. O'Malley said, adding that as soon as the House committee is through with him, "I am going to get right back at them."

Skiatron guaranteed the Dodgers a cer-

OPEN AND SHUT CASE

THE DOOR that somebody left ajar momentarily at Skiatron Electronics Corp. was quickly shut tight again last week.

A report circulated that Skiatron has been working with Westinghouse Electric Corp. and Motorola Inc., both tv manufacturers, on the development and manufacture of decoders for Skiatron's subscription tv system. Although it was unverified—Skiatron said it would rather not discuss the matter, Westinghouse officially had "no comment," and Motorola maintained silence—there was indication of some action behind the scenes.

It can be speculated, however, that Skiatron has a "crash program" going and that certain developments can be expected in "due time." It was indicated that the Westinghouse-Motorola report was premature and that perhaps Skiatron is working with other companies as well.

It was reported that the manufacturers had been working for the past six weeks on plans to mass produce decoders (to unscramble mixed signals) and some coders (to transmit the scrambled image).

CONFIDENCE...

There are all kinds, but if you're scrapping for sales in the rough Southern California market, here's a soothing word...

Since 1951, more national advertisers have chosen KTTV than any other television station in Los Angeles.*

That's a strong statement ...even stronger when you consider that KTTV is an independent. **Advertisers can't buy KTTV by accident.**

Talk to your Blair man.

He can show you why KTTV has earned that **confidence.**

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

* RORABAUGH & BROADCAST ADVERTISER REPORTS

tain figure for the closed-circuit rights, Mr. O'Malley said. He asked that he not be required to furnish this figure in fairness to Skiatron and its negotiations with other baseball teams. He said he did not know if Skiatron planned to charge set-owners for installation of the system but that the plan called for utilization of three channels, with viewers to be given a choice of programming.

The Dodger president said he discussed the Skiatron deal with the other seven National League club owners. He said they wanted to look at it more closely and if the Skiatron deal was as good as it sounded, were willing to "give it a try." He said the reason the Skiatron-Dodger contract was not signed as an operative agreement was so he could discuss the situation with the other teams and assist them in arrangements.

An informal poll showed there were 2,400,000 tv sets tuned to a Dodger game with only 15,700 fans in attendance, Mr. O'Malley said, which convinced him that pay tv "was the thing." Another poll taken by the Brooklyn club among its fans showed 52% of them were willing to pay to see Dodger games on tv. He stated the belief that Skiatron soon would be operating pay television in New York and Los Angeles, whether or not it secured Dodger baseball rights, because both are "terrific" markets.

Under the Skiatron agreement, radio would continue to broadcast Dodger games.

Mr. O'Malley was asked if he owned any Skiatron stock. He replied that he did not, but intended to "if it ever develops to its [Skiatron's] intention" or potential.

Despite repeated probing by members of the committee and counsel, Mr. O'Malley did not state whether or not the Dodgers will move to Los Angeles. Although he gave several hints this would happen, Mr. O'Malley said he would make up his mind at the close of the season.

The hearing recessed after Mr. O'Malley's testimony until July 10, when one of the first witnesses will be Mr. Stoneham.

'OPEN FENCE' TV

THE millennium has arrived for New York's sidewalk superintendents. As the country's first gold-colored aluminum skyscraper rears 34 stories above 575 Lexington Ave., curious passers-by will be able to see, via closed-circuit tv, what they have never seen before: installation of a building's intricate electrical system, connection of utility lines, erection of inside walls, etc. ITV Inc., closed-circuit tv specialist, has mounted three 21-inch tv screens in the construction fence at the building site. They will show a close-up picture of every step in the erection of the skyscraper, employing pickups by a camera inside the fence. The hook-up, which goes into operation tomorrow (Tuesday) morning, will remain through the completion of the building [illegible] or Monday through Friday from [illegible] n.-4 p.m., the normal construction [illegible]

ITC THROWS WRENCH IN SKIATRON PLANS

- **L. A. toll franchise delayed**
- **Rights may be sold by bid**

INTERNATIONAL Telemeter Corp. last week placed a roadblock in the heretofore smooth path of Skiatron Tv's application for the right to install and operate a closed-circuit toll tv system in the city of Los Angeles. Appearing at a hearing of the Skiatron application by the city's Board of Public Utilities & Transportation, Telemeter attorney M. B. Silberberg asked for a delay in the grant of a franchise.

Before any franchise is granted, Mr. Silberberg said, "there should be a thorough investigation of the financial responsibility, character of operation and technical advances of any applicant."

He recalled that his client, a subsidiary of Paramount Pictures Inc., had made the first public demonstration of toll tv in Southern California (in Palm Springs in 1953).

T. M. Chubb, general manager of the Los Angeles Public Utilities Dept., who was previously reported as saying that he would recommend approval of the Skiatron application, instead proposed that the board recommend to the city council that any franchise be offered for sale. "If changes are made in the proposed agreement, Telemeter may want to bid on this franchise, too," Mr. Silberberg stated.

Skiatron, whose bid for a toll tv system in Los Angeles was reportedly based on a $2 million-a-year contract for exclusive telecasting rights to the Brooklyn Dodgers baseball games, should the Dodgers move to Los Angeles [B•T, June 3], has offered the city a payment of 1% of the gross receipts from its toll tv operations if it is granted the franchise. In addition, Skiatron is to turn over five hours a week to the city to use for informational and educational programming.

When Skiatron Vice President Jerome L. Doff answered a question about the cost of installing the proposed closed-circuit toll tv system with "tens of millions of dollars," the vagueness of his reply drew criticism from two board members who asked for specific information rather than "generalities."

Asked if Telemeter proposes to seek a Los Angeles franchise on its own behalf, Vice President Paul MacNamara said; "not at this time." His company, he said, will urge the city to make a "full dress study of the whole situation and draft specific plans before any franchise is granted."

Meanwhile, International Telemeter (Paramount's toll tv system) held demonstrations of its closed-circuit system at New York's St. Regis Hotel Thursday. Among the interested observers was an engineer and a housing division officer of Metropolitan Life Insurance Co. Metropolitan acknowledged that as a landlord of some 35,000 apartments in seven huge housing developments in four cities it might be interested in installing wired pay tv. The insurance company, however, also is considering other subscriber tv systems, including Skiatron.

A Metropolitan spokesman stated that the company had not yet decided on pay tv's feasibility. Metropolitan owns four apartment developments in New York City, the biggest in Parkchester with 12,000 apartments. Another large development in New York is Stuyvesant Town with about 9,000 units. The other two have 1,200 and 800 apiece.

The insurance firm also operates units in Alexandria, Va. (near Washington), Los Angeles, and San Francisco.

It was estimated that should Metropolitan decide to go ahead with wired pay tv, the total outlay would run to $2 million. Residents would pay for programs being piped in. A spokesman for Metropolitan noted that Stuyvesant Town now has a master tv antenna system and that perhaps wired tv could be easily accommodated by hooking it in via cable.

SPA Quotes Bing Crosby As Criticizing BMI Music

ARTICLES bearing a Washington, D. C., dateline were carried last week in various newspapers quoting singer-actor Bing Crosby as charging in a letter to Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, that much of the music now performed on radio and television is "so much trash" as a result of pressures exerted by Broadcast Music Inc.

MR. CROSBY

Excerpts from the letter were released by the Songwriters Protective Assn. in Washington. The SPA New York office stated the excerpts were made public by Sen. Magnuson's committee. A staff member of that committee said Thursday, however, the letter was received several weeks ago, that none of it had been released to the press and that there were no plans to make it public at this time.

In New York, Robert J. Burton, vice president of BMI, said the Crosby letter is "part of a continuing effort to prejudice a jury trial in a law suit brought by ASCAP (American Society of Composers, Authors & Publishers) members against BMI.

The SPA release quoted Mr. Crosby as stating that while he (Crosby) "had not been pressured into singing anything, subtly and by inference my cooperation has certainly been solicited" to favor BMI music over ASCAP. The singer-actor reportedly declared a monopolistic trend in music on the part of broadcasters is apparent.

He deplored the "calibre" of current popular music in the letter to Sen. Magnuson, according to the SPA. "What evokes even deeper concern," Mr. Crosby was quoted, "is the quality and the character of the material. The state of this stuff [music performed on radio-tv] is surely not accidental. . . . I think it is the result of pressure exerted by BMI."

In answering these charges, Mr. Burton released statements by 21 recording artists

in which they asserted the selection of music for their performances and recordings was their own without regard to whether the music was licensed by ASCAP or BMI.

Mr. Burton said the statements were being released "reluctantly because we [BMI] are being forced to do so by the fact that a number of artists, the latest of whom is Bing Crosby, have been quoted in an attempt to prejudice the outcome of the trial. . . ." He stated the issues of the suit are a matter of fact, not of opinion, "and we are content to let these issues be judged in the courts where they belong."

Among the performers whose statements BMI released were Dinah Shore, Lawrence Welk, Benny Goodman, Gene Autry, Patti Page, Nat (King) Cole, Rosemary Clooney, Rudy Vallee, Les Paul, Eddy Arnold, Kay Starr, Sammy Davis Jr., Ray Bloch, Ray Anthony, Percy Faith, Lanny Ross, Mindy Carson, Jack Hope (for his brother, Bob Hope), Fran Allison, Sammy Kaye and Stan Kenton.

CTS Introduces Color In Closed-Circuit Tv

BLACK-AND-WHITE closed-circuit television hookups—serving as a medium for the introduction by management of new products or new ideas to its field staff are "obsolete." That's the word of Fanshawe Lindsley, president of Closedcircuit Telecasting System, which last week announced a new color closed-circuit service to advertisers and agencies.

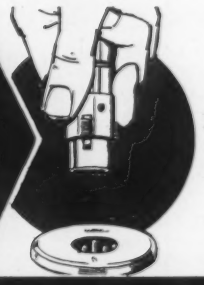
CTS did so by conducting a series of demonstrations for advertiser and agency representatives at its New York headquarters last Tuesday, Wednesday and Thursday. The demonstrations consisted primarily of a live cut-in to NBC-TV's all-color *Club 60* program emanating from Chicago, and the playback of several color film commercials—some live action, others animated—for such advertisers as Noxzema, Ford Motor Co. and Esso.

The firm, just six months old, said it is prepared to take on "the well-established" competitors, E. G. Nate Halpern's Theatre Network Television, by offering advertisers color for a "small premium," i.e. 15%, over the cost of monochrome transmission. Its present system allows it to reach up to 600 people in one group by means of a 6x8 ft. screen. It is prepared to duplicate facilities in the top 50 cities coast-to-coast, and has several advertisers and agencies "committed." But Mr. Lindsley won't name them "as a matter of business ethics."

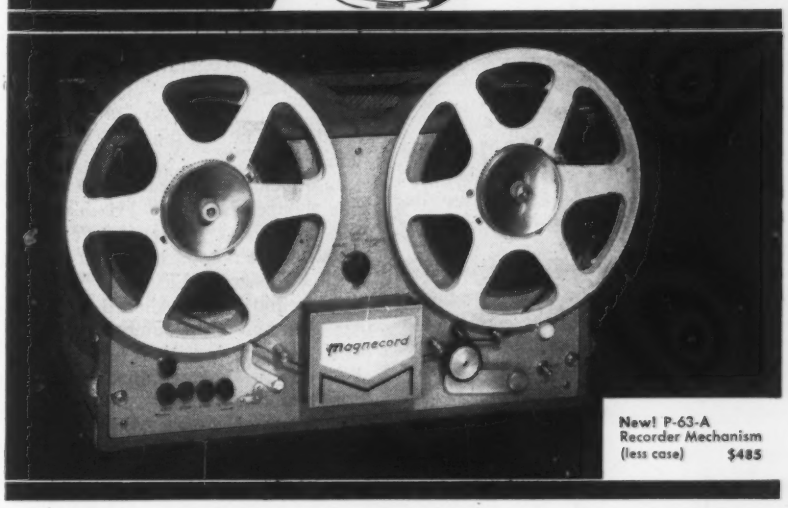
CTS charges (services are sold in one-hour units or more) approximately $2,500 for facilities, with program costs extra. While it will not produce commercials ("That's up to the agencies."), it is prepared to give an advertiser full closed-circuit service, e.g. script, production, transmission. It maintains a "working arrangement" with RCA, whereby the latter allows CTS use of its origination facilities. The *Club 60* segment of the demonstration came directly from WNBQ (TV) Chicago.

Mr. Lindsley is wasting little time in

it's as simple as this...



to Convert Your Equipment to the Industry's Highest Standards



New! P-63-A Recorder Mechanism (less case) $485

Magnecord P63-A

Tape Transport and Recording Mechanism

Just plug your present Magnecord amplifier into the new P63-A. Instantly your equipment is converted to the finest recording standards. The P63-A heads are completely compatible with Magnecord amplifiers PT6, PT63, & PT7.

Magnecord's P63-A was designed for your professional recording needs with:

- Direct Drive dual-speed hysteresis synchronous motor.
- Individual fast forward and reverse.
- Pushbutton Controls
- Deep Slot Loading
- Automatic Tape Lifter
- Solenoid Brake Control . . . prevents tape spillage
- Automatic Shutoff at the end of the Reel . . . prevents thrashing
- Tape Speeds of 7½ or 15 IPS are changed instantly by switch.
- Three Separate Heads. Erase—Recording (low impedance).—Playback (high impedance). Allow simultaneous recording and monitoring.

Wide Range Reproduction . . . 40 to 15,000 cycles ±2db at 15 IPS. Signal-to-noise ratio, 50 db at 3% THD full track; wow and flutter .2% at 15 IPS; timing accuracy, 3 sec. plus or minus in 30 minutes . . . These specifications were proved by field testing. Full track heads are standard . . . half track may be specified at no extra charge.

SERVICING . . . simplicity itself. All motors and controls are on separate assemblies held by 4 removable bolts.

FREE BROCHURE on the new Magnecord P63-A will be sent on request. Use the convenient coupon today.

Magnecord
division of
Midwestern Instruments, Inc.

1101 S. Kilbourn Ave.
Chicago 24, Illinois

MAGNECORD, Dept. B. T. 6
1101 S. Kilbourn Ave., Chicago 24, Ill.
Please send me your illustrated folder on the new Magnecord P-63-A

Name_____

Address_____

City_____ State_____

selling CTS to other, non-agency, groups. After the Wednesday agency-advertiser demonstration, he played host to a number of Broadway producers, showing them how closed-circuit color tv might help the legitimate drama out of its financial rut. Mr. Lindsley envisions sending C-C pickups of plays now running on Broadway to major U. S. cities now covered by "road companies." He admits that this may smack of "pay tv," but adds that it's a refinement of the current practice of beaming "pay-see" sports events into the hinterlands.

Tv, ASCAP Delegates Meet To Discuss Music Licenses

TELEVISION and ASCAP negotiators met last week—in what was described by both sides as a friendly mood—for their first discussions on new ASCAP music licenses for television.

Participants said the talks, held Wednesday in New York, were "strictly exploratory and preliminary," with neither ASCAP nor the All-Industry Television Music License Committee indicating what terms it would propose for the contract that will replace the current agreements, which expire Dec. 31.

Largely, it was reported, the meeting was designed as a "get-acquainted session." A joint announcement said, "Discussion was both friendly and general."

Former Judge Simon H. Rifkind, counsel for the tv group, and Herman Finkelstein, attorney for the ASCAP committee, participating in Wednesday's meeting of the two groups, expected to be called in about a month. Messrs. Rifkind and Finkelstein are both veterans of the last tv-ASCAP negotiations, which spanned approximately four years.

Tv authorities continued to be pleased with the extent of station support the committee has received. They said more than 170 stations had subscribed on the basis of the only letter sent out to date—a letter distributed in May in connection with balloting for a permanent committee. Another letter is planned in the near future, however. To subscribe, a station must agree to pay its highest one-time announcement rate as dues to underwrite the committee's legal, research and other expenses.

Representing the 15-man tv committee at the first session were Irving Rosenhaus of WATV (TV) Newark, chairman; Charles Britt, WLOS-TV Asheville, N. C.; Sam Cook Digges, WCBS-TV New York; Omar Elder, ABC; Elisha Goldfarb, RKO Teleradio; Dwight Martin, WAFB-TV Baton Rouge; Abiah Church of Storer Broadcasting Co., representing John E. McCoy of Storer; John T. Murphy, Crosley Broadcasting Co.; Edward G. Thoms, WKJG-TV Fort Wayne, and George Heineman of NBC, representing Lloyd E. Yoder of NBC-owned WRCV-TV Philadelphia.

Representing ASCAP were Oscar Hammerstein, chairman of the ASCAP committee, and ASCAP President Paul Cunningham, Stanley Adams, Max Dreyfus, Herman Starr, Richard F. Murray, Jules M. Collins, and George A. Hoffman.

SHOW FEATURES 110-DEGREE TUBE

NEAT, sleek, slim and trim and built around the 110 degree deflection picture. In the case of tv—this summarized the new look in receivers at the International Home Furnishings Show in Chicago. At the same time another manufacturer expressed belief there will be no new look for color tv this year.

Among other innovations introduced by major set manufacturers were refinements in automatic tuning and channel selection, remote control operation, and high fidelity sound, along with design. Manufacturers are displaying their wares at Chicago's Merchandise Mart during the summer show June 17-18.

Inasmuch as several major set-makers have hopped on the 110-degree picture tube bandwagon, this feature was highlighted at the market in exhibits by Admiral Corp., General Electric, Westinghouse, Sylvania and RCA. Allen B. DuMont Labs uses this new development in three inexpensive models but sticks to the conventional 90-degree short-stemmed tube in a majority of other receivers. Zenith Radio Corp. showed models with its "Sunshine" short, aluminized tube, with 90-degree deflection.

Business looks good for television the rest of 1957, though not particularly rosy for color tv prospects, based on manufacturers' showroom sentiment and sales ammunition, reflecting the consensus that RCA remains alone in the field this time [B•T, June 17].

The pace was set anew in this direction by a Philco Corp. executive at a mart news conference on radio-tv-appliances-furnishings. John M. Otter, executive vice president of marketing, pretty much agreed with Dr. Allen B. DuMont, board chairman of his firm, by predicting there'd be little change in the tint tv picture for the next two years.

Industry should support the "backbone" of its business—monochrome tv—until such time as color units range within $100 of comparable black and white sets, he said. Mr. Otter foresees little increase in sales. On the other hand, factory sales of conventional tv are 13% behind those for the first five months of last year, although retail sales are about level with 1956's figure at this time, he said.

In addition to RCA's complete new 1957-58 line of radio-tv products [B•T, June 10], were exhibits with these highlights:

Philco Corp.—Automatic tv receivers with front and side speakers—and optional automatic control ("The Armchair Director") plus a new line of radio sets, portable phonographs, record players, clock radios and tape recorders, as well as pocket-sized transistors.

Westinghouse—Twelve basic tv models with push-bar automatic controls, featuring 110-degree tube and claimed 25% space reduction, plus "Picture Pilot" remote controls and a "program wheel" for channel indexing for any reception areas. Prices: about 10% higher than last year.

Sylvania—Eight basic tv models which, when coupled with console bases, provide 31 combinations. Sylvania has extended the 110-degree tube, which it claims to have pioneered in sets last December, to its entire 1958 line. Included is a picture frame base which permits a 17-inch portable set to hang on the wall.

THE *object of all the attention was the bulging, squat object at the right—the recently-developed 110-degree wide angle picture tube which will mean a new, sleek look for tv receivers this year. The width of the tube is emphasized in comparison to a tube made 25 years ago, pictured at left.*

DuMont—Hi fi phonograph combination with am-fm radio, plus 21-inch tv sets and "Touch-o-Matic" remote control for armchair tuning.

Admiral—Wireless remote control with hi-fi tv-radio-phonograph combination, operating through ultrasonic waves, and compact 21-inch models measuring only 15 inches deep, fitting flush again the wall.

General Electric—Consoles with two or three speakers and "bookcase" depth, making use of 110-degree tube and featuring remote control atttachments.

Hotpoint Co.—Seventeen models, some with three speakers, automatic tuning and selection and wired remote control.

Motorola Inc.—Will unveil "self-tuning" push-button tv units next month. Showed automobile radios with push buttons for "town and country" markers for bringing in urban and rural radio stations with greater clearness.

New Emerson Pocket Radio Uses Eight Transistors

WHAT is said to be the first eight-transistor pocket radio, Model 888, was introduced by Emerson Radio & Phonograph Corp. at the company's annual international distributor convention last week at Lido Beach, Long Island. According to Hal Dietz, vice president in charge of sales and marketing, Model 888 utilizes eight coordinated transistors and has a possible battery life of 10,000 hours when equipped with nickel cadmium rechargeable cells. It is priced at $44.

Also introduced at the convention was a new line of clock-radios, including Model 883, containing the "Sleep Saver," which shuts off the radio for a seven-minute in-

terval each time the key is tapped. A full line of transistor radios, three-way portable radios and table radios were also introduced, ranging in price from $17.88 to $60.

Nine high fidelity models also were shown. Mr. Dietz emphasized Model 886 which is a new phonoradio with am/fm tuner. This model has a high fidelity 20 w amplifier and a four-speaker acoustic system with one giant extra heavy 15-inch woofer and three 5-inch tweeters. High fidelity models shown range in price from $88 to $358.

Electronics Business Rise Predicted at Chicago Meet

A FORECAST of business increases ranging from 13% to 25% in electronic components for the coming fiscal year is held out by some manufacturers and distributors, with particular reference to high fidelity equipment.

Consensus is based on estimates given during the June meeting of the Assn. of Electronic Parts & Equipment Mfrs. in Chicago. Speakers were Alex Brodsky, Allied Radio; Gail S. Carter, Merit Coil & Transformer Corp.; Irving Rossman, Pentron Corp., and Sam Poncher, Newark Radio.

Mr. Brodsky predicted increases, for the fiscal year starting July 1, of 13%-15% in recording products, 25% for amateur equipment, 15% in receiving tubes and 10%-12% in capacitors. He thinks tv accessory (antenna, etc.) sales will drop 10%, and felt his company's sales would jump 13.5%.

Mr. Rossman foresees a 25% boost in this firm's tape recorder business, while Mr. Poncher said Newark's program calls for a sales increase of $1 million each year. All speakers stressed the need for better business management, more realistic planning and effective cooperation between supplier and jobber.

Ampex Corp. Sales, Profits Up

SALES of Ampex Corp., Redwood City, Calif., were $18,737,100 for the fiscal year ending April 30, 1957, up 84% from $10,197,000 reported in 1956, according to a statement issued last fortnight by George I. Long, president.

Net earnings after taxes and provision for employe profit sharing of the magnetic tape recorder manufacturer were $1,087,000, a new high in Ampex history, and amounted to $1.51 per share. Net earnings in 1956 were $311,000 or 58¢ per share.

Jury Held Over in Tube Probe

A GRAND JURY in Bronx, New York, investigating the phony television tube racket was extended last week to Dec. 18 at the request of District Attorney Daniel V. Sullivan. The jury was impaneled last October and since then has returned 15 indictments involving a dozen corporations and 29 persons. Mr. Sullivan said he expects many more indictments and reported his office has confiscated about 250,000 phony and stolen tv tubes.

Hallamore Shows Unit For One-Man Tv Studio

THE Hallamore Electronics Co., a division of the $30 million Siegler Corp., Anaheim, Calif., last week unveiled what it calls the first self-contained and fully-integrated one-man television studio. The unit (page 64), which can be operated by one man doubling as announcer and engineer, consists of a master control console containing complete facilities to control and monitor both film and live presentations; a remote-controlled camera for pickup of live images plus 35 mm or 16 mm film projectors; a 35 mm slide projector; a transcription turntable, lighting system, a microphone built into the console, and a 10 w high fidelity sound system.

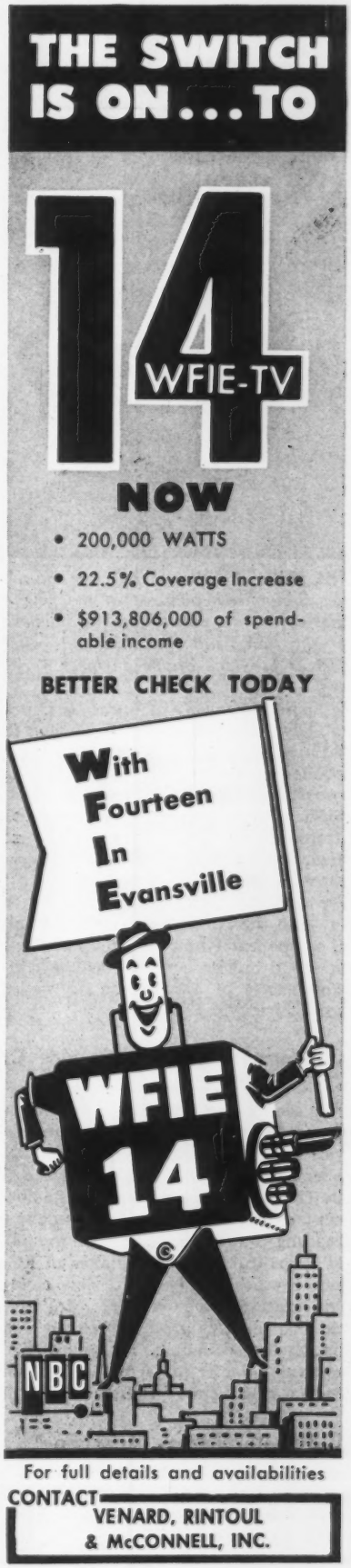
The basic Hallamore "package" costs $13,985. It comes complete, ready for use, with the only "additions" being AC power and an operator. It occupies a space of 10 by 12 feet and can be installed by one man without need for special tools or equipment, the firm claims.

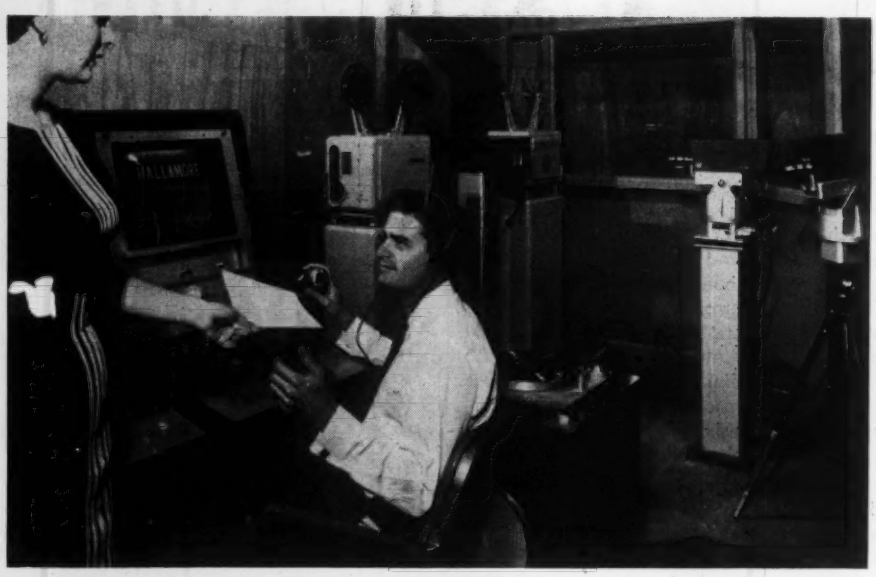
The Hallamore "tv program center" was shown to the trade in New York last week by Siegler officials, who declared that their unit was the answer to many a small station owner's prayer. Not only can the Hallamore package be used, they said, for "cable theatres" (it is now being used by International Telemeter for its "pay tv" demonstrations) or community antenna systems, but it will also enable small radio station operators to "go tv" at a minimum cost. For an additional $7,000, Hallamore officials point out, they can provide the prospective tv station owner with a 100 w transmitter. (A 500 w transmitter would run approximately $13,000.)

"There are small station operators who run their companies with seven legs and 18 hands," a spokesman for the company declared. "We now offer them a system whereby they can sit at the control console all day and run their station by remote control." (The panel switches and dials will automatically "kick on" film projectors, slide transmission equipment and lights, bring the camera into focus, and perform all the functions that formerly required the skill of an engineer.)

Though they have not as yet sold the "low-budget station," Hallamore executives indicated that one station located in the Rocky Mountain region (they declined to be specific) was "very interested" in the unit for this reason: The station could set up the unit at its transmitter for the purpose of showing late evening theatrical films for tv. In this way, Hallamore feels, stations can save considerable costs by not having to maintain a full studio operation in late hours. Also, they feel the unit has much potential as standby equipment in large stations, should the regular equipment fail. It can also be used, they say, for testing patterns and the like without activating either the studio or master control.

For Siegler Corp., the Hallamore package will be one of two steps into the broadcast equipment field. The other: an upcoming tax-free merger with Unitronics





THE MAN *and the machine are the television studio . . . or they now can be, with the components pictured of the new Hallamore tv origination unit. Seated at the master control console, the announcer can control and monitor all the elements of the unit, with the dials and switches of the control console taking over the former province of the engineer.*

Corp., parent company of Presto Recording Corp., Olympic Radio & Television, and the David Bogen Co. The merger, which will be effected in August, will see the exchange of two shares of Unitronics for one share of Siegler. According to Wall St. sources. Unitronics per se will be dissolved, and Olympic, Presto and Bogen will operate as three separate divisions of Siegler.

The combination of this merger and another, with the Hufford Corp., guided missiles components firm, will propel Siegler from a $30 million company to one doing well in excess of $80 million, it was reported Thursday.

C-C Groups Sign RCA Service Co.

CONTRACTS providing supervisory engineering services for three closed-circuit television producers have been awarded to RCA Service Co., according to W. L. Jones, vice president, technical products service department. The contracts, with Medical Radio & Television Institute Inc., Closedcircuit Telecasting System Inc. and TelePrompTer Field Corp., call for the assignment of RCA Service Co. field engineers at many closed-circuit telecast reception sites. Mr. Jones added that telecasts for Closedcircuit Telecasting System will initiate the use of RCA's newest full color tv projector (TLS50) and associated closed-circuit equipment.

Bell Develops New Amplifier

BELL TELEPHONE LABS, New York, last week announced development of a solid-state microwave amplifier that holds out possibilities as an amplifier for very weak microwave signals, such as may be encountered in the fields of microwave relaying radio astronomy and radar.

Still in the laboratory stage, the amplifier uses a ferrite material as the active element. It operates at room temperature and is expected to have a much lower noise level than a conventional microwave amplifier, according to a Bell Lab spokesman. The device was predicted on theoretical grounds by Dr. H. Suhl and the experimental program was carried out by Dr. M. T. Weiss, both of whom are research physicists at Bell Labs.

RCA Names Miller, Weitzman To Components Ad, Market Posts

APPOINTMENT of Gerald M. Miller as administrator, advertising and sales promotion, and Joseph C. Weitzman as market planning research analyst, was announced last week by J. H. Owens, manager, advertising and market research, RCA Component Division, Camden, N. J.

Mr. Miller, formerly assistant regional sales manager for Schramm Inc., will be responsible for the development and coordination of new sales and advertising programs in support of the division's products. Mr. Weitzman, in the RCA electron tube division since 1953, will be responsible for providing the sales and marketing activities with market data and guidance on which future product planning and sales programming will be based.

Dynamics Corp. to Expand

DYNAMICS CORP. of America, N. Y., announced last week the company is engaged in a major expansion of its communications equipment operations and has leased a newly - constructed 170,000 - square - foot building in Long Island City, N. Y.

The company has obtained a contract to build tropospheric scatter radio receiving and transmitting equipment for a new far northern defense communications chain as subcontractor to Western Electric, according to David Bonner, president of Dynamics. The firm had sales of $9.95 million in the first quarter of this year, slightly higher than the same period of 1956, a record sales year.

PROFESSIONAL SERVICES

Press Kits Unlimited Formed To Serve Firms on Co-op Basis

NEW service to radio and television packagers, advertising agencies, networks and independent stations, called Press Kits Unlimited, New York, has been formed to provide merchandising-promotion-publicity for organizations presently not equipped to provide these aids. Address: 100 W. 42nd St., New York 36, N. Y.

Bosh Stack, head of his own New York public relations organization, is general manager of Press Kits Unlimited. He describes the new project as "a cooperative." Mr. Stack said there is "a growing need" on the part of certain tv packagers and film producers and distributors particularly, which are not large enough to provide the services his new company is offering. He has available specialists currently employed in the radio-tv-motion picture fields, who will be given specific assignments.

Broadcast Veteran Ryan Joins Blackburn & Co. as Associate

WILLIAM B. RYAN, a 20-year veteran of the broadcast industry, has joined Blackburn & Co., national media brokerage firm, James W. Blackburn, president, announced today (Monday).

MR. RYAN

Mr. Ryan joins the firm as an associate, effective immediately. He will temporarily headquarter in the Washington office, and is expected to head a new regional office in the near future.

Prior to World War II Mr. Ryan was Pacific Coast sales manager of NBC. In 1943 he became general manager of KFI Los Angeles (owned by Earl C. Anthony Inc.), and later planned and built KFI-TV Los Angeles and managed it until 1950.

Mr. Ryan was general manager of NARTB in 1950 and 1951. Then he served as president of the former Broadcast Advertising Bureau and as executive vice president of the Quality Radio Group Inc., both in New York.

A graduate of the U. of California, Mr. Ryan did graduate work there and at Northwestern U. He is married and has three children.

Freeman & Wick Form PR Firm

FREEMAN & WICK CO., Hollywood public relations firm, will open at 6606 Sunset Blvd. today (Mon.) it has been announced by Ted Wick and Mickey Freeman, the new company's partners. Mr. Freeman has been a free-lance publicist for the past seven years, while Mr. Wick just resigned his position as west coast publicity director for J. Walter Thompson. Freeman & Wick Co. will service industrial as well as personal clients.

TV AIDS FORTUNES OF AAP CORP.

- **Sales contracts were $13.6 million its first seven months**
- **Expectations for 1957: a net profit topping $3.5 million**

IN BUSINESS for only a year, the reorganized Associated Artists Productions Corp., parent of AAP Inc., has been mushrooming, thanks to the bolstering of its motion picture operations by television.

Under the guidance of Board Chairman Louis Chesler and General Manager Eliot Hyman (also president of AAP Inc.), AAP Corp. now is reporting:

• Negotiation of sales contracts totaling $13,665,000 for its first seven months of activity ending last Dec. 31, for a net profit after taxes of $963,524; an additional $8,117,000 for the first quarter of this year, or a total of $21,782,000 in sales.

• Expectation that its ledger will show more than a $3.5 million net profit for 1957 (similar to that of last year).

• Anticipation that sales contracts in its first four years of operation will surpass $100 million "based entirely on domestic tv sales estimates." (This does not include, for example, distribution or sale of Warner Bros. short subjects still withheld from the tv mart but expected to be sold to Hal Roach Studios.)

• An eye on tv commercial production for national and regional advertisers and/or their agencies. (But, as yet, AAP has not firmed its thinking along this line.)

It was about a year ago that Associated Artists Productions Corp. acquired its present assets. It purchased in July 1956 the Warner Bros. library for $21 million, financed by $7 million on hand, on a loan of $9 million from the Manufacturers Trust Co. and a $5 million deferred payment to Warner Bros. Manufacturers Trust last April 26 assumed the Warner Bros. obligation and consolidated the entire $14 million debt into one loan that AAP has reduced to a little more than $11 million. AAP Corp. says it can pay this off by late next year, one year ahead of schedule. AAP now keeps 35% of its "collections" and pays 65% to the bank to retire its debt. AAP Inc. was acquired through exchange of stock in March 1956 by PRM Inc. with the corporate name then changed to Associated Artists Productions Corp.

Also acquired last July were tv rights to Popeye cartoons from Paramount Pictures Corp. and King Features for $2,250,000. This deal was financed by the sale of $3,945,000 of 6% convertible sinking fund debentures to provide working capital. As of May, $3,625,000 in the principal amount of these debentures were outstanding. AAP Corp. expects to pay a fixed dividend at the end of this year.

Although AAP has not said much about it, the firm is close to signing an agreement with Hal Roach Studios, Culver City, Calif., giving the latter rights to approximately 1,400 Warner Bros. short subjects and documentaries now being held back from tv.

Reportedly, Hal Roach Jr., president of the West Coast studios, would put up $1.5-2 million as down payment for the rights, with AAP assured additional guarantees and percentages of the gross. Mr. Roach has confirmed that the contract signing is the only formality remaining. Mr. Roach plans to use the product for tv program series ideas and may expand the individual films by editing and adding new footage. Handling this negotiation for AAP is Kenneth Hyman, executive vice president of AAP Inc.

Among the properties owned and distributed by AAP: more than 1,200 Warner Bros. features (pre-1950), an additional feature library produced by various U. S. and British companies, 337 "Looney Tunes" cartoons from Warner Bros., 234 Popeyes and the Warner Bros. short subjects.

In detailing its distribution of films to tv, AAP said in its first annual report:

"While your company has negotiated contracts with many key television stations throughout the country, it is important to note that these markets have by no means been saturated, and that they—and other markets still untapped—offer an even greater potential for the future."

The potential: further sales of additional product in markets where AAP already has sold some; sales in markets from which the product has been withheld because of inability to get a price "commensurate with the premium quality of the films offered," and resale of product after present rentals expire.

In addition, AAP Corp.'s scope of operations includes, theatrical reissue, cartoon reissue (to theatres), rental of films to non-theatrical and non-tv sources, motion picture remake rights, stock footage library, radio adaptation rights, live tv rights (e.g. some programs of *Lux Video Theatre* which goes off the air in the fall), distribution of kinescopes overseas, acquisition of new product, conversion of literary properties to legitimate theatrical production, adaptation of silent features, merchandising rights and industrial films.

AAP also reveals that it had paid $1,450 as a fixed amount for each of approximately 780 features (pre-1950) to the American Federation of Musicians for the recording of the features for tv use. It was noted, however, that AAP is withholding all payments to AFM pending outcome of certain legal actions.

Under the agreement with AFM, AAP would pay a sum representing 1% of gross revenues from rental of the features. But, if after 18 months from the first play date of each feature, payments do not equal the fixed amount, the company would pay the difference and the fees would be added to the cost of the film library.

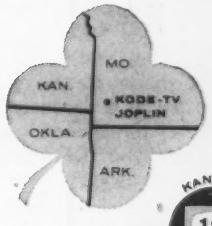
a great new Joplin

MARKET

created for you by

KODE-TV

131,420 TV HOMES* IN THE JOPLIN MARKET
Larger than Duluth, Phoenix, Ft. Wayne
$776,919,000 Buying Income; 669,800 Total Population



*NOW 28% HIGHER TOWER — HIGHEST IN 4-STATE COVERAGE AREA
*NOW 29% MORE POWER — 71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA
*NOW COVERS 131,420 TV HOMES IN JOPLIN MARKET — AN ALL-TIME HIGH
*Television Magazine Set Count, March, 1957

You'll have more luck with KODE-TV-JOPLIN, MO.

316,000 WATTS Designed Power
101 miles Northeast of Tulsa • 150 miles South of Kansas City
203 miles East of Wichita • 250 miles Southwest of St. Louis

KANSAS 12 KODE TV OKLAHOMA MISSOURI ARKANSAS

Harry D. Burke, V. P. & Gen'l Mgr.
Represented by AVERY-KNODEL

A Member of the Friendly Group • KODE, KODE-TV, Joplin • WSTV, WSTV-TV, Steubenville • WBMS, Boston • WELTA Pittsburgh

Mills-Milford-Park To Produce Tv Films

A NEW company that will produce and develop major tv and motion picture properties for agencies and networks was announced in New York last week.

The firm, called Mills-Milford-Park, bears the last names of its principals: Ben Park and Ted Mills, who leave on July 31 their respective posts of director of public affairs and executive producer at NBC-TV, and Gene Milford, who resigns as president of MKR Productions. (Mr. Milford is a motion picture editor and producer.)

Emphasis will be on creating and producing major one-shot tv programs and limited series for tv and motion pictures. The partners disclosed that NBC has asked

MR. MILLS MR. PARK

them to prepare two one-shot specials for the next season and that "plans are in the works for other networks and for two feature motion pictures." They said details of these will be announced "after Aug. 1," the date when the firm formally "opens for business."

In their announcement, Messrs. Mills, Milford and Park said that in commercial tv they intend to appeal to the "mass audience's taste for refreshing content and original techniques—concepts which for us have proven successful both artistically and commercially."

Mr. Mills and Mr. Park have been associated with the Chicago school of tv that brought innovations in tv techniques.

Mr. Mills, after five years as motion picture writer-producer with Frank Capra and two years as tv director, became central division manager for NBC-TV in charge of creating and administering Chicago-originated network shows. He moved in 1951 to New York first as a producer for NBC and from 1955 to the present as an executive producer. He also has writing credits that include a Broadway play and several tv plays. Among his recent production credits are *Assignment: India* and *Maurice Chevalier's Paris*.

Mr. Park from 1938 to 1950 was in radio as a program manager, producer and director. He joined NBC in 1950 as a tv producer-director, and has been associated with a number of live network series and specials he either produced or directed. He succeeded Mr. Mills as network program manager for NBC in Chicago in 1953 and two years later was transferred to New York as national director of public affairs. Most recent credits include *1976* and *Doctor B.* as producer and *Wisdom* and *Operation Deep Freeze* as executive producer.

Mr. Milford, primarily in the motion picture field (editor, "On the Waterfront," "Baby Doll" and "Face in the Crowd") also has directed tv films. His studios and production organization have serviced NBC and CBS, as well as Hollywood's Elia Kazan and Sam Spiegel.

NTA Film Network Obtains 37 TCF-TV One-Hour Films

EXPANSION in programming availability on the NTA Film Network was indicated last week when Oliver A. Unger, executive vice president of the network, announced that TCF-TV Productions, 20th Century-Fox subsidiary, has turned over 37 programs produced for the one-hour *20th Century-Fox Hour* to the network and plans to produce 20 new programs in that series for use on the network next season.

The NTA Film Network presently is telecasting *Premiere Performance*, a weekly one and a half hour presentation of Fox feature films, and recently offered advertisers three new syndicated Fox series—*How to Marry a Millionaire*, *The Last Marshal* and *This Is Alice*. Under the present plan, the network will have 57 *Fox Hour* films available, including 37 televised during the past two years on CBS-TV.

Wyatt Forms Dallas Film Firm

JACK WYATT, partner in the Dallas agency, Wyatt & Bearden, has formed Confession Inc. to produce tv programs for national syndication. First project will be to film *Confession*, program of unrehearsed interviews with convicted criminals which has achieved high popularity with Dallas viewers in its 15 months on the air there. Jules B. Weill, president of Specialty Television Films, will be business manager and New York representative of Confession Inc. Jay Williams, with more than 10 years of tv experience, will be producer's representative. Mr. Wyatt will continue as producer and moderator of the *Confession* telecasts, with Pat Fay, since last August associate producer and director, continuing as director of the filmed series.

Stone Set to Make Pilot

PRODUCTION is to begin shortly by Stone & Assoc., New York, on the pilot program of a one and one-half hour children's tv film program, which will be prepared for use on the NTA Film Network. The series will feature such entertainment personalities as Red Buttons, Gabby Hayes, Buster Keaton, Billy Gilbert and Rodger Price. Writers assigned to the program are Arnold Rosen and Coleman Jacoby.

'Casey Jones' Sold to 20

SCREEN GEMS, New York, has announced that the new *Casey Jones* series, being produced by SG in partnership with KTTV (TV) Los Angeles, Westinghouse Broadcasting Co. and WPIX (TV) New York, has been sold to 20 stations.

Official, Sapphire Schedule, 'Sword of Freedom' for Fall

PRODUCTION was scheduled to begin last week on a new half-hour film series, *Sword of Freedom*, a costume-adventure program to be produced by Official Films Inc., New York, in conjunction with Sapphire Films Ltd., London. Exteriors will be filmed in Florence and other parts of Italy and in France, and interiors at Sapphire's Nettlefold Studios, Walton-on-Thames, England.

The series will be placed in syndication later this summer for a fall start. Wells Bruen, Official's syndication sales manager, said the series already has been sold in five major markets in the U. S. and for commercial showing for the United Kingdom. The series stars actor Edmund Purdom as a swashbuckling painter-swordsman-lover during the period of the Renaissance.

New 'Annie Oakley' Series To Be Offered as Package

THE CBS-TV western series *Annie Oakley*, currently running in 118 markets, is coming out this fall with new episodes and a complete package wherein a national spot sponsor need pay only a single bill, according to an announcement last week by Thomas W. Moore, general sales manager, CBS-TV Film Sales.

The new package, set up for a national spot sponsor for alternate week sponsorship with Continental Baking Co., is made up of weekly prizes for a contest, commercial, endorsement, commercial insertion, prints, shipping, unit billing, personal appearances and other exploitation and merchandising aids. The six one-minute commercials feature Annie Oakley star Gail Davis and will be filmed on location or on the studio set by Flying A Productions, producer of the series. Miss Davis will offer endorsement of a product.

Trammell Heads Episcopal Tv Unit

THE Episcopal Radio-Tv Foundation, Atlanta, has announced plans to produce a television pilot film, financed from contributions by church groups and individuals, with some $12,000 already contributed. Niles Trammell, former NBC president, now president of WCKT(TV) Miami, Fla., was appointed by the foundation to be chairman of a tv advisory committee. The foundation produces two radio programs, *The Episcopal Hour* and *Another Chance*, heard on more than 300 stations.

Guild Films' Earnings Up 500%

GUILD FILMS Co.'s earnings for the six-month period ending May 31 totaled $452,382.89 before taxes, an increase of more than 500% over the earnings of the similar period in 1956, it was reported last week by George DeMartini, Guild vice president and treasurer.

The company now has two new series in production, *The Michaels in Africa* and *Light of the World*. Guild Films has 26 other tv film series.

Comparative earning figures for the first

six-month period in 1957 was $452,382.89 as compared to $87,184.36 in 1956 and for the second quarter, $297,033.40 in '57 compared to $16,528.23 in '56.

Bailey Appointed to Ziv Tv As Business Affairs Executive

APPOINTMENT of Joseph W. Bailey, production supervisor of the *Robert Montgomery Presents* tv program for past eight years, as executive in business affairs for Ziv Television Programs, New York, was announced last week by John S. Sinn, president of Ziv Tv.

MR. BAILEY

Mr. Bailey, who will assume his new duties in mid-July, has been active in radio-tv since 1939 when he joined producer Louis G. Cowan as manager of business and legal affairs. He was advanced to vice president and treasurer of the Cowan organization and in 1949 left to join Grey Adv., New York, as radio and television manager. In the latter capacity Mr. Bailey served as agency producer of the Robert Montgomery commentary program, among others.

Ad-Staff, U-1 Sign Agreement

AD-STAFF Inc., Los Angeles, tv commercial creator, has entered into agreements with Universal International to funnel all production through the facilities of the major studio, according to a joint announcement by George Bole, production head of the U-I commercial division, and Don Quinn, president of Ad-Staff. By this new association, Ad-Staff will have call on the skills and equipment of U-I, while the studio will have the extra sales and creative forces of the Ad-Staff group in contacting and servicing national advertising agencies.

Gomalco Engages Ackerman

GOMALCO ENTERPRISES has engaged Harry Ackerman as executive producer of *Wally and the Beaver*, with filming to begin the first week in August at Revue Studios. The series, whose title will be changed to one more appropriate to a situation comedy and not so suggestive of a children's program, which this is not, will begin on CBS-TV Oct. 4 in the Friday, 7:30-8 P.M. time period. Half sponsorship has been taken by Remington Rand Corp.

FILM SALES

Sterling Television Co., N. Y., announces sale of *Bowling Time* to 19 stations during April 15-June 15. Sterling also noted sale of *I'm the Law* to five stations; *Movie Museum* to five stations; *Crusade in the Pacific* and *Cartoon Classics* to four stations each, and made 15 other program sales.

Screen Gems Inc., N. Y., announces sales on *Father Knows Best* to General Electric Co., through Grant Adv., for Mexico City and *All Star Theatre* to Kraft Foods Co., through J. Walter Thompson Co. for Puerto Rico. Both programs are Spanish-dubbed. Company also announces sale of *Casey Jones* series to 20 stations. Latest station to buy is WTOP-TV Washington.

AAP Inc., N. Y., announced new sales to KPIX (TV) San Francisco, KCOP (TV) Los Angeles; KHSL-TV Chico, Calif., KNTV (TV) San Jose, KOMO-TV Seattle, KUTV (TV) Salt Lake City, WNBZ (TV) Chicago, WLWD (TV) Dayton, WNAC-TV Boston, WMAR-TV Baltimore, WMCT (TV) Memphis, WHO-TV Des Moines and WCSC-TV Charleston. AAP distributes Warner Bros. features and cartoons, *Popeye* cartoons and *Gold Mine Film Library*. Firm also announces sale of Warner Bros. Features (half of library) to WTCN-TV Minneapolis for approximately $500,000 and sale of *Popeye* cartoon package to Milwaukee.

Victor & Richards, N. Y., announces sale of teenage television series, *Top Ten Dance Party*, in six markets bringing total to 13 markets. New sales were to WCDA (TV) Albany; KATV (TV) Little Rock; KOTV (TV) Tulsa; WDAM-TV Hattiesburg, Miss., and servicing of two existing teenage shows in WCPO-TV Cincinnati and KPRC-TV Houston.

National Telefilm Assoc., N. Y., announces sales on "Big Fifty" package of 20th Century Fox feature films have been made to 23 tv stations in first two weeks of availability of package. Most recent sales included WBZ-TV Boston, KNXT (TV) Los Angeles, KCRA-TV Sacramento, WBEN-TV Buffalo, WSM-TV Nashville and KSBW-TV Salinas, Calif.

FILM RANDOM SHOTS

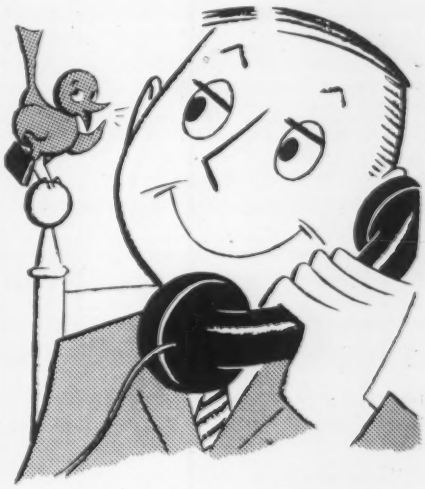
Guild Films, N. Y., reports it has acquired distribution rights to *The Michaels in Africa*, 39- episode half-hour film series recounting adventures of white hunter and his family during safaris in Kalahari Desert, Northern Rhodesia and Kenya. Series, filmed in color, will be available for tv in late fall or early next year.

Four Star Films and **Dayton Productions,** Culver City, Calif. signed new three year contract with RKO-Pathe Studios, same city, to continue general offices and production of all tv firms' programs on lot.

S. O. S. Cinema Supply Corp., N. Y. and Hollywood, has compiled bibliography of almost 100 books on technical phases of tv and motion picture industries and will make listing available free of charge. S. O. S. is at 602 W. 52d St., N. Y., and 6331 Hollywood Blvd., Hollywood 28, Calif.

Robert J. Enders Inc., Washington, D. C., announces additional bases of operation in Hollywood and New York.

"In VIRGINIA



...BUY the

ROANOKE

Television Market!"

The Roanoke Television Market comprises 2¼ million people, over 2 billion dollars retail sales, and is generally credited with over 300,000 television homes.

One WDBJ-TV program, "Top 'O' The Mornin'" — which is local-live against strong network competition Monday through Friday between 7:00 and 8:00 A. M. — has this (largely unsolicited) mail record for the first quarter of 1957:

- **4,496 pieces of mail**
- **407 towns and cities**
- **72 counties**
- **3 states (Va., W. Va., N. C.)**

For full details, call Peters, Griffin, Woodward—or WDBJ-Television!

WDBJ·tv Channel 7 CBS

ROANOKE, VA.

Owned and operated by the *Times-World Corp.*

Station Depreciation Rates Should Be Individual—NARTB

BROADCASTERS should determine depreciation rates on their plant and equipment on the basis of their individual situations, Internal Revenue Service was told Friday by NARTB in comments on proposals to revise the service's 1942 "Bulletin F" depreciation formula.

The industry is subject to frequent and substantial changes that make it difficult to estimate average useful life of equipment, it was stated. In any case, any estimate should be based on an extremely short useful life, according to NARTB.

A broadcast station should be considered as an electronic unit and treated on the basis of a composite over-all life, the association proposed, adding that any listing of equipment items by groups serves no useful purpose. The service was urged to continue explaining that any listings of average useful life are "designed solely as a guide or starting point from which correct rates may be determined in the light of the experience of the property under consideration and all other pertinent evidence."

In explaining the broadcast industry's special problems, NARTB said broadcasting is inherently dynamic and equipment is subject to severe wear and tear. Need for reliability is inherent, it was stated, and equipment is subject to rapid obsolescence as the result of new inventions and changing concepts of operation.

Changes in equipment include a shift to air-cooled tubes, remote control of stations, approach of automation, growth of the vidicon tube, development of video tape, use of color and change in the size and types of equipment, NARTB explained. In the future, it added, are basic allocation considerations such as a possible shift of all tv to uhf and reduced mileage separations. Salvage value of broadcast equipment is low and should be ignored as a practical matter, NARTB contended.

Housewives' Radio Habits Explored in RAB Study

RADIO ADVERTISING BUREAU released a study last week which claims that radio reaches the American housewife with "greater frequency and impact" than any other medium of advertising.

RAB's conclusion was drawn from a recent survey of the nation's media habits, conducted for the bureau by The Pulse Inc. The RAB report, titled "The Radio Listening Habits of Housewives," indicated that more than nine of every ten housewives residing in metropolitan areas (where tv penetration is highest) spend more than 16 hours weekly listening to radio.

Other highlights of the study are that the typical housewife spends a portion of more than five days each week listening to radio; more than three out of four are tuned in on any given weekday; popular music is the most widely-accepted type of programming with this particular audience, followed by daytime serials and news shows, and more than eight of every 10 housewives and their families own more than one radio.

NEWLY elected officers of the Society of Television Pioneers, organized in Chicago in April at the annual convention of the NARTB, pose behind their slogan as "old timers" in tv. Left to right: Harold Hough, director of WBAP-TV Fort Worth, second vice president; W. D. (Dub) Rogers, president of KDUB-AM-TV Lubbock, Texas, president; John E. Fetzer, president of the Fetzer Broadcasting Co., first vice president.

Bardach Heads RTES Unit; Three Vice Chairmen Named

PETER BARDACH of Foote, Cone & Belding has been named chairman of the Radio and Television Executives Society's Listening Post, a job counseling and placement committee, President John Daly announced last week.

He said Sol Rosenzweig of The Katz Agency, Maggi Eaton of Radio Reports, Charles Bernard of Charles Bernard Co., and Al Shepard of Select Station Reps had been named vice chairmen.

The Listening Post, now in its fifth year, offers counsel and, wherever possible, job leads to unemployed broadcast personnel, as well as helping broadcast management to find employes. Applicants must be unemployed or within two weeks of terminating their jobs; must have had experience in broadcasting, and must be within the "business" area (talent, technicians, etc. are not eligible). Registration is conducted at RTES headquarters in New York's Hotel Biltmore on Thursday mornings (out of town applicants may register by mail). Half-hour panel interviews are conducted by Listening Post committeemen.

An average of almost 10 applicants a week are processed by the Listening Post. Officials said the number of organizations inquiring for potential employes is growing steadily, but that there still are about five applicants to one job opening.

The Listening Post is financed by the RTES Welfare Fund. In 1953 it won an award from the American Trade Assn. Executives for outstanding service.

ATAS Sets Eight Tv Forums

EIGHT forums on television subjects for members and guests of the Academy of Television Arts and Sciences will be presented September through May during the 1957-58 season, according to the Academy. Producers of the forums will be the three tv networks and the New York television film industry. Each of the networks and the film industry will present two forums. ABC-TV will cover "research" and "promotion," CBS-TV "dramatic programs and "news and public affairs" and NBC-TV "special programs" and "publicity and public relations." The film industry will cover "pilot films" and "television film economics."

Rowland, Five Others Elected Officers by Hollywood Ad Club

VIC ROWLAND, manager, press relations department, Capitol Records Inc., was elected president of the Hollywood Advertising Club for the 1957-58 year, suceeding Frank Crane, KPOP Los Angeles.

Other officers for the coming year are Jack Brembeck, KABC-TV Los Angeles, first vice president; Felix Adams, KLAC Los Angeles, second vice president; Phil Seitz, *Advertising Age*, public relations vice president; Jerry Cahill, Hollywood Mat & Engraving, treasurer; Marge Crawford, head of her own public relations service, secretary.

Officers will be installed at the luncheon meeting of the club today (Monday) at the Hollywood Roosevelt Hotel.

RAB Sets Advertising Clinic For Oct. 8-9 in New York

THE third annual National Radio Advertising Clinic, conducted under the auspices of Radio Advertising Bureau, will be held Oct. 8-9 at the Waldorf-Astoria Hotel, New York.

Last year more than 500 executives representing advertisers and agencies and some 350 broadcast management officials attended.

As in previous years, the agenda will

feature the mechanics of many successful radio advertising campaigns, with the details supplied by representatives of the advertisers and agencies concerned. Panels on radio copy, marketing techniques and media research needs will be conducted by and for national advertisers and their agencies.

Tape Industry to Participate In Chicago High Fidelity Show

MANUFACTURERS of tape products are being invited to take part in the sixth annual High Fidelity Show in Chicago Sept. 13-15, it has been announced.

Participation will be through the Magnetic Recording Industry Assn., new trade organization comprising 32 tape manufacturers and headed by Irving Rossman [B•T, June 17]. Plans were announced by S. I. Neiman, president of the International Sight & Sound Exposition Inc., sponsor of the hi-fi show, and Mr. Rossman.

L. A. Publicists Name Boutyette

DON BOUTYETTE of Heath Productions was re-elected for a second term as president of the Publicists Assn., Hollywood, Local 818, International Alliance of Theatrical & Stage Employes, it was announced at the group's quarterly membership meeting. Other officers for the coming year are: John Campbell, 20th Century-Fox Film Corp., first vice president; James Stevens, Paramount Pictures Corp., second vice president; Roy Metzler, 20th Century-Fox, treasurer; Sonia Wolfson, 20th Century-Fox, secretary; Clarey Barbiaux, Public Relations Consultants, and Ernest (Easy) Sloman, CBS, trustees.

Ed Sullivan Named ATAS Head

ED SULLIVAN, CBS-TV personality, was unanimously elected president of the National Academy of Television Arts and Sciences at a meeting of the board of directors last week. Other national officers chosen are Harry Ackerman, president of the Los Angeles chapter of the academy, first vice president; Mark Goodson, president of the New York chapter, second vice president; Robert Longenecker, former vice president of the Los Angeles chapter, secretary, and Lawrence Langner, treasurer of the New York chapter, treasurer.

Sherman Heads Art Directors

ELECTION of three officers to head the National Society of Art Directors, 3,000-member organization composed of 27 clubs in the U. S. and Canada, has been announced. Elected president of the society was James G. Sherman, executive art director, McCann-Erickson, Chicago. Clark L. Robinson, executive art director in M-E's Cleveland office, was elected first vice president, and Marlowe Hartung, vice president and art director of Miller, Mackay, Hoeck & Hartung, Seattle, was elected second vice president.

AMPEX AUTOMATIC PROGRAMMING

Anyone for Automation?

Yesterday it was easy to say "No" or "Maybe" to the question of automation. Tomorrow there will be few station operators who can afford to say anything but "Yes."

In fact, many are saying "Yes" today, and finding it both easy and profitable to take the first step toward automation. Installing an Ampex Model 355 Integrator, at a cost of well under $1000, provides a variety of basic automatic functions adaptable to a wide pattern of station operation methods.

Whether you're interested for today or for the future, it will be helpful to have the facts from Ampex. Call in the Ampex man, or send for the new Ampex Automatic Programming Brochure.

854 CHARTER STREET, REDWOOD CITY, CALIFORNIA

AMPEX CORPORATION professional products division

THE CALIF.-ORE. TV TRIO

The *Smullin* TV Stations

KOTI CHANNEL 2 Klamath Falls, Ore.
KIEM CHANNEL 3 Eureka, Calif.
KBES CHANNEL 5 Medford, Ore.
} CBS NBC ABC

Three markets—one billing

MARKET FACTS

POPULATION	338,800
FAMILIES	109,800
TV FAMILIES	81,252
RETAIL SALES	$474,450,000
CONSUMER SPENDABLE INCOME	$591,194,000

"The Calif.-Ore. TV TRIO bridges the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 & 5."

for CALIF.-ORE. TV TRIO
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask BLAIR *Television* ASSOCIATES inc. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

Buckley, Jaeger Buy WHIM for $830,000

THE price of big city daytime radio stations is inching up. Last May KOWH Omaha, Neb., was sold by Todd Storz to National Weekly Inc. (William F. Buckley) for $822,500. Last week, WHIM Providence, R. I., was sold by Frank W. Miller Jr. to Richard D. Buckley and John B. Jaeger, chief executive officers of WNEW New York, for $830,000. The purchase by Messrs. Buckley and Jaeger of 100% of the stock of Inter-City Broadcasters Inc., licensee of the Providence daytimer (1 kw on 1110 kc), is subject to usual FCC approval.

Mr. Miller, who is an officer and a director of Headley-Reed Co., radio station representative, bought the station two years ago for $469,000. The sale was negotiated by Howard E. Stark, New York radio-television station broker. Mr. Buckley is president of WNEW and an officer, stockholder and director of the DuMont Broadcasting Corp., which is his principal interest. DuMont Broadcasting purchased WNEW earlier this year.

WHIM was purchased personally by Mr. Buckley and Mr. Jaeger and they will continue their present activities and interest in both WNEW and DuMont. Mr. Jaeger, a pioneer in broadcasting, is executive vice president of WNEW and has been associated with the station for 23 years.

WHIM operates with 1 kw daytime on 1110 kc. It has been identified with the Providence market for 10 years.

Robert Engles and George Taylor, founders of WHIM and who later sold to Mr. Miller, will continue to manage the radio outlet. Messrs. Engle and Taylor hold minority interests in WPRO-TV Providence and are majority owners of WTRY Troy, N. Y.

Newspapers in Albuquerque Still Ignore Radio-Tv Logs

ONLY one tv program log is appearing in Albuquerque, N. M., newspapers as the result of a station-newspaper controversy that began June 1 [B•T, June 10]. The four-week impasse showed no signs of settlement at the weekend.

The *Journal* and Scripps-Howard *Tribune* had carried station logs on a paid basis up to June 1. At that time KOB-TV refused to continue paying for the logs, on orders from Stanley Hubbard, who now operates the outlet. KOAT-TV and KGGM-TV joined KOB-TV in this policy.

McCormack's, Albuquerque carpet store, bought space in the newspapers for the logs but only KOAT-TV has supplied its program schedules. The McCormack's space has blanks for KOB-TV and KGGM-TV, inviting them to submit their schedules but the logs now are protected by copyright to prevent unauthorized use.

Dallas Wyant, KOB-TV promotion manager, said the station regularly mails its copyrighted logs to the newspapers special delivery, explaining they are available to anyone who wants to distribute them as a public service. Clinton McKinnon, president-owner of KOAT-TV, said the station will supply the logs to anyone who wants to make legitimate use of them. Neither Messrs. Hubbard nor McKinnon had been accustomed to paid newspaper logs in other cities where they have operated stations.

The *Denver Post* is reported to have added 2,500 circulation to its former 5,500 Sunday sales in Albuquerque, ascribing the increase to its decision to run Albuquerque tv logs on Sundays because of the local newspaper situation. Several weeklies around Albuquerque are carrying logs. Mead's Bakeries and IGA stores are distributing free schedules. Two fan magazines are scheduled to start distributing in Albuquerque in a few days—*TV Views*, published in Phoenix, and *TV Prevues*.

WSOC Inc. Names Gluck Chairman; Nine Other Officers Appointed

TEN new appointments have been announced by WSOC Inc. (WSOC-AM-TV) Charlotte, N. C.

Earle J. Gluck, WSOC Inc. president-general manager, becomes chairman; Hunter Marshall (stockholder), vice chairman; Larry Walker (executive vice president for tv), president-general manager; George Henderson (general sales manager for Crosley tv

MR. GLUCK MR. WALKER

stations), executive vice president in charge of sales, and E. E. Jones (stockholder), vice president.

Other staff appointments included Charles M. Marshall (promotion manager), to vice president-secretary; R. S. Morris (business manager), treasurer, and C. M. Murphy named assistant treasurer and comptroller. Jimmie Evans, WXEX-TV Petersburg-Richmond, Va., joins station as promotion manager and Bob Provence, WLWD (TV) Dayton, Ohio, becomes WSOC Inc.'s program director.

Kerr to Head Burke-Stuart

ALLEN KERR, general manager of Burke-Stuart Co., New York, station representative, has been elected vice president and general manager and — for the present

HOOPER — PULSE — NIELSEN
KOSI DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO
KOBY
KOSI Sam Farjon
KOBY Sam Perry

ADMEN HIT BY BLAIR BLITZ

AGENCIES and advertisers last week were the targets of a "Spot Radio Blitz," staged by John Blair & Co., radio station representatives.

The blitz weapon: A two-minute "sizzle-pitch." Armed with recordings and battery-powered transistor players, Blair New York salesmen visited more than 100 advertiser and agency executives during the week and (1) played a 100-second recorded excerpt from a leading radio personality program, and (2) followed up with a 20-second "live commercial" on the advantages of spot radio.

Mort Bassett of the Blair firm, who developed the "blitz" concept, said it "is based on the sound principle that the prospect always likes to have a sample of the merchandise any salesman is presenting. The blitz technique enables us to present our sample effectively and still take up just two minutes of an executive's time." He continued:

"The recording demonstrates how a top-selling radio personality handles local-interest comment, time-signals, weather information and other service features which are local in nature and therefore exclusive to spot radio—how smoothly he blends these elements into an audience-pleasing background for the advertiser's message. Then, in our live 20-second announcement, we point up the advantage enjoyed by the advertiser in having hundreds of such established local personalities available to present his selling message—personalities who have the ear and the confidence of the communities they serve."

BLITZING *Jim McCaffrey (l), senior vice president of Ogilvy, Benson & Mather, New York, is Mort Bassett of John Blair & Co., that city. The representative firm armed salesmen with discs and record players in its spot radio blitz waged last week against agencies and advertisers. Mr. Bassett is credited with developing the blitz technique.*

time—will take full charge of the company. Mr. Kerr succeeds Theodore I. Oberfelder, who terminated his services with B-S early last month [B•T, June 17]. John M. Keating, board chairman, stated at the time Mr. Oberfelder resigned that he did not expect to fill the post of president until next year.

WFIL-TV, WRCV-TV to Build Tower

TWO Philadelphia tv stations, WFIL-TV (ch. 6) and WRCV-TV (ch. 3), will jointly construct a new, 1,000-foot tv antenna tower this summer in Roxborough, Pa. The stations expect to be using the tower for actual telecasting operations by the end of September, at which time viewers will be able to set their antennas in one centralized position to receive either WFIL-TV or WRCV-TV.

"When I get my guitar, pardner, yuh can tune me in on KRIZ Phoenix!"

Mungers Buy KCOK Tulare

KCOK Tulare, Calif., was sold to Joel Keith Munger and wife, who last week purchased the station's 1,000 shares of common stock for $25,000 from Sheldon Anderson, including the acquisition of KCOK's preferred stock from Mr. Anderson's mother for $17,000.

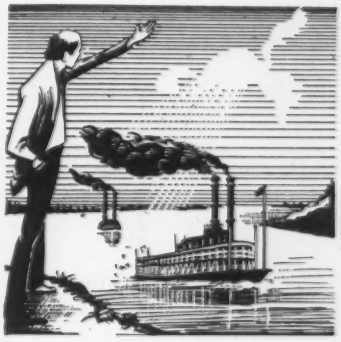
The sales agreement, which included the assumption of some 523,000 in liabilities and obligations on the part of the Mungers, was handled by Jack L. Stoll & Assoc., Los Angeles. The sale is subject to FCC approval.

Thayer WDGY General Manager

JACK THAYER, WDGY Minneapolis-St. Paul disc jockey and production and promotion director, will assume duties as the station's general manager July 3, according to Todd Storz, president of the Storz Stations, of which WDGY is one.

MR. THAYER

Mr. Thayer, who succeeds new ABC Vice President Stephen Labunski, is a veteran of 15 years radio and tv experience. He joined the Storz organization last year.



'WAY OUT IN FRONT!

Oldtime steamboat races along our Ohio River Valley were often close, and hazardous to put your money on. Quite different from today's audience race among TV stations. When you put your money on WSAZ-TV, you've picked *THE* winner. Survey after survey gives the title to this 69-county giant — and the latest Nielsen is no exception. Consider these WSAZ-TV margins over the next-best station:

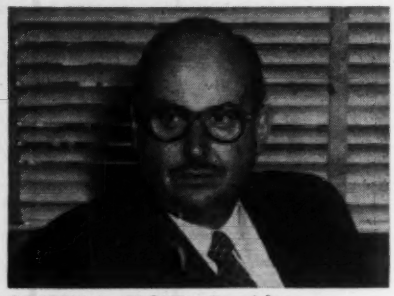
95,670 more homes per month

99,430 more homes per week

101,130 more daytime homes, weekdays

100,580 more nighttime homes, weekdays

WSAZ-TV steams with comparable popularity across a four-state domain wherein almost $4,000,000,000 buying power awaits advertisers who like to ride with the winner. The gangway is down at any Katz office.



JOSEPH L. FLOYD, President
Mid-Continent Broadcasting Co.

Like Hundreds of Broadcasters...

President
JOSEPH L. FLOYD
and
Vice President
LARRY BENTSON of

N. L. (Larry) BENTSON, V.P.
Mid-Continent Broadcasting Co.

KELO-TV
and
Chief Engineer
LES FROKE

Selected STAINLESS TOWERS

LES FROKE, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

MORE FOR LESS IN SPOT TV—KATZ

SPOT television will deliver more for less.

That is the gist of a presentation prepared by the Katz Agency, station representative, and which was distributed to advertisers and agencies last week.

The 43-page booklet—"How to Make a Tv Half-Hour Work Overtime"—deals specifically with half-hour programming and offers figures to support its contention that a program placed on a spot basis in 60 markets can deliver 600,000 more "viewing opportunities" at $12,000 to $28,000 less per showing than a program on a 100-station network lineup.

In the 60 markets used by Katz for its comparison, placing the program on the highest-priced station in each market would cost a total of $45,200 per showing, while using the lowest priced stations would add up to $29,000 per showing. In these 60 markets the unduplicated tv-homes potential is placed at 31.4 million and the number of "viewing opportunities" per telecast at 35.1 million.

By comparison, the booklet asserts, a 100-station network lineup would cost $57,200 per telecast to reach a potential of 34.5 million tv homes and, since there is substantially little duplication in network coverage, have a potential of "viewing opportunities" that is also 34.5 million. For the network phase of the comparison, Katz said, an NBC lineup and NBC rates were used.

On the basis of these figures, the booklet computes a cost-per-thousand viewing opportunities of $1.66 in the case of a half-hour 100-station network program, $1.29 in the case of a 60-market spot lineup using highest priced stations, and $0.83 if the lowest-priced stations in the 60 markets were employed.

Moreover, the presentation continues, "many advertisers achieve what they consider adequate coverage with fewer than 60 stations," and in spot they can choose the markets they need and have no minimum-market lineup.

The booklet also emphasizes that placement via spot permits a "lower program cost," "greater commercial flexibility," offers many opportunities for "comprehensive merchandising and promotion," gives advertisers good time periods and yields a bigger return to the station (approximately 75% of the advertiser's investment in the case of spot, against 30% to 33% in the case of network shows).

The study cites statistics to show that "spot film programs come up with consistently large audiences." It calls attention to a survey made for the Katz firm by Trendex, showing that almost 85% of the viewers questioned either misclassified non-network film shown as network programs or couldn't tell one from the other.

Another Trendex study for Katz, the booklet continues, showed that 65% of grocery wholesalers questioned said they would prefer a grocery manufacturer to put a proportionate share of his tv budget into local tv advertising, as against 20% favoring a network buy. Among drug wholesalers, the division was 44% for local (spot) against 35% for network. In both groups, the others either had no opinion or wanted both network and local (spot).

Nighttime Spot Best Buy In Radio Advertising—PGW

IN the midst of renewed interest of national advertisers in nighttime radio, Peters, Griffin, Woodward Inc., station representative firm, last week released a summary on "Nighttime . . . One of the Best Advertising Buys in Radio."

PGW says that at the same cost, more people can be reached with nighttime spot (6-10 p.m.) than with early morning spot (6:30-9 a.m.) in radio. Specifically, the station representative notes that 9.6% more radio families can be reached at the same cost between 6 and 10 p.m. than between 6:30 and 9 in the morning; that audience composition is substantially the same during these periods and that while "popular early morning hours are a good advertising buy . . . so is nighttime."

The presentation points out that in the early morning, 786,611 radio families in and out of the home can be reached for a cost of $628.74 or as translated in cost-per-thousand—80 cents. In the nighttime four-hour period, 650,511 radio families can be reached at a $475. 71 cost, or 73 cents-cost-per-thousand.

This latest PGW report on nighttime amplifies a statement made in mid-June by Robert H. Teter, PGW vice president, that studies conducted by his firm show that, dollar for dollar, nighttime is already "prime time" in terms of audience opportunity for radio advertisers. That statement was seen also as an answer to attempts to get radio stations to substantially cut their nighttime rates [B•T, June 17].

Hildreth May Run for Senate

HORACE A. HILDRETH, Maine broadcaster who recently resigned as U. S. Ambassador to Pakistan [B•T, April 15], told President Eisenhower last week that he may run in Maine for Republican nomination to the U. S. Senate. The former governor of Maine had gone to the White House to make his final report on Pakistan. He has interests in WABI-AM-TV Bangor, WMTW (TV) Poland Spring, WPOR Portland and WTVL Waterville, all in Maine.

ALL AMERICAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

A CROWD gathers around the KTOK Oklahoma City booth, at the Oklahoma Semicentennial Exposition, during the closing hours of a recordbreaking radio marathon which saw Don Howard of KTOK, seated at right in booth, and Ray Starr, of WJAN Spartanburg, S. C., seated at left, go 168 hours 33½ minutes without sleep as they broadcast over KTOK. The marathon ended June 22 by mutual agreement between the two men, each of whom had been trying to outlast the others. The record previously was held by Mr. Starr.

Atlass Said to Be Out of Danger

THE condition of H. Leslie Atlass, CBS vice president in charge of the Central Div. and general manager of WBBM-AM-TV Chicago, was reported "good" Thursday, nearly two weeks after he was confined to Henrotin Hospital. He is progressing satisfactorily after having been stricken with pneumonia and pleurisy June 14. Mr. Atlass was reported out of danger after the use of an oxygen tent and intravenous feeding for some days.

McGuirk's Wrestlers on KTVX (TV)

TOP wrestling talent will be provided KTVX (TV) Muskogee-Tulsa, Okla., by LeRoy McGuirk, vice president of the National Wrestling Alliance (wrestling's governing body in 47 states, Hawaii, Cuba, Mexico and Canada) according to a 52-week contract signed last week with station officials. The wrestlers will appear on "Live" *Championship Wrestling*, an hour-long program which will make its debut 9:30 p.m. June 29 on KTVX.

WFIE (TV) to Ch. 14 July 2

WFIE (TV) Evansville, Ind., will move from ch. 62 to ch. 14 on July 2. The station's engineers are planning to sign off at 11 p.m. July 1 and return July 3 with the new channel facilities. These facilities not only will include "highly improved picture reception," writes WFIE Promotion Manager Ed Yalowitz, but also 200,000 kw power, 22.5% coverage increase, an 18-foot antenna height increase and a market with $913,806,000 spendable income.

FOR A HAPPY PRESENTATION

The joy of accomplishment is a universal happiness. Especially in the case of a film which is your creation, born out of hard work and careful planning.

Because Precision's staff of specialists adds its own creative efforts to yours by the use of *specially* designed equipment, and by careful handling and intelligent timing—you might say we are fellow creators, working with you to bring out all you've put into the original...Yes, and maybe more!

So, when you turn those 16mm dreams into realities, be sure to call upon Precision for the *accurate, sound and exact* processing your films deserve.
Remember: Precision is the pace-setter in processing of all film. No notching of originals—scene to scene color correction, optical track printing, all are the very best...35mm service, too!

you'll see and hear

PRECISION

FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. A. MAURER, INC.

In everything, there is one best . . . in film processing, it's Precision

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

CONFIDENCE...

There are all kinds, but if you're scrapping for sales in the rough Southern California market, here's a soothing word...

Since 1951, more national advertisers have chosen KTTV than any other television station in Los Angeles.*

That's a strong statement ...even stronger when you consider that KTTV is an independent. **Advertisers can't buy KTTV by accident.**

Talk to your Blair man.

He can show you why KTTV has earned that **confidence.**

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

* RORABAUGH & BROADCAST ADVERTISER REPORTS

DATELINES

Newsworthy News Coverage by Radio and Tv

PITTSBURGH—KDKA-AM-TV Pittsburgh flew two news crews to Steubenville, Ohio, Wednesday to cover a mine cave-in story. Charles Boyle, cameraman, left first in a helicopter and was followed by Bill Burns, news editor, and his assistant, Al Primo. Film was flown back several times during the day. Mr. Burns announced the successful rescue of the miners as he started his 11 p.m. report, supported by on-the-scene film. Several feeds were given NBC-TV.

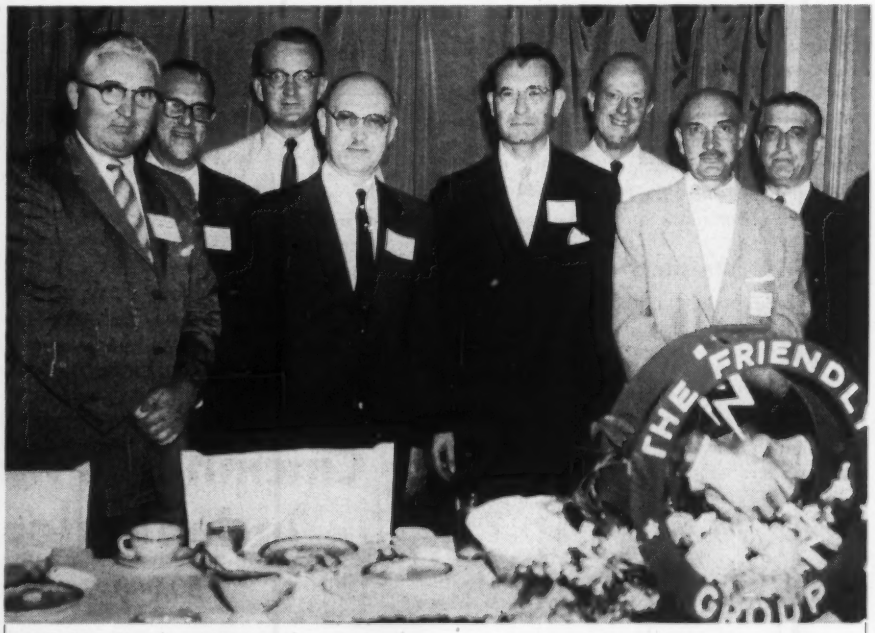
HAYS—Heavy rains in this Kansas area prompted the management of KAYS Hays to call in off-duty staffers for all-night duty. This judgment was confirmed as the rains brought on a flash flood, cutting off communications with nearby Ellis, Kan. The KAYS mobile unit traveled back roads to Ellis and quickly became a community voice, broadcasting messages about stranded residents and pleas for drinking water and supplies and for equipment and labor. Another unit remained in Hays, reporting the tense hometown situation.

When a dike in Hays collapsed, the KAYS unit broadcast official evacuation warnings to those in the path of onrushing waters. Another station unit was set up in the City Hall to get out announcements from disaster headquarters. The station also had a reporter surveying the situation from a Civil Air Patrol plane. By telephone KAYS talked to farmers in the flood path, getting direct reports as water lapped at doorsteps. The mobile service lasted 41 hours on KAYS until the emergency was over.

JUNEAU—Inauguration of Mike Stepovich as governor of this last frontier presented a challenge, which covering tv newsmen met in true pioneer tradition. Since there were no remote facilities in Juneau, visual reportage had to be on film. Dispatching film to northern cities, two time zones away, was another problem.

KINY-TV Juneau, covering for itself, for KTVA (TV) Anchorage and KTVF (TV) Fairbanks, had three films of the ceremony made and put two undeveloped reels on commercial airlines bound for Fairbanks and Anchorage, each about 600 miles away. In Anchorage KTVA printed positives and ran the film of the morning ceremony at 6:30 p.m. that evening. In Fairbanks, KTVF had time only to make a negative print, reversing it electronically as it was telecast on an evening movie show.

The triple film job had KINY-TV staffers working on a tight schedule. Richard Peter, KINY-AM-TV news editor, had his hands full announcing the inauguration on a pooled radio pickup for Alaska's dozen radio stations, but managed to film the actual ceremony while he was off microphone. Film for the other two stations was shot by Mike Patterson, Juneau high school



EXECUTIVES of WSTV Inc. (Friendly Group stations), meeting June 15-16 in Steubenville, Ohio, were told the group's tv station now under construction at Clarksburg, W. Va., will be a primary NBC-TV affiliate and will begin telecasting the first day of the World Series. At the meeting (l to r): Harry Burke, vice president, general manager of KODE-AM-TV Joplin, Mo.; Joseph M. Troesch, vice president, assistant general manager of WSTV-AM-FM-TV Steubenville; George Clinton, vice president, general manager of WBLK Clarksburg and WPAR Parkersburg, W. Va.; Louis Berkman, vice president, WSTV Inc.; Jack N. Berkman, president, WSTV Inc.; John J. Laux, executive vice president, WSTV Inc.; Don Ioset, vice president, general manager of WPIT Pittsburgh, and Fred Weber, vice president, WSTV Inc.

student who works evenings as a tv cameraman.

KENI-TV Anchorage the next day featured a 15-minute film shot at the ceremonies by Don Bullock, news editor of KFAR-AM-TV Fairbanks.

ST. LOUIS—The emergency beeper-phone service of KXOK ST. Louis during the June 14 tornado stretched to the East Coast and as far south of the storm area as El Paso, Tex. Within minutes of the arrival of high winds in Springfield, Ill., KXOK was getting a direct report from WMAY there. From then on, telephoned reports were broadcast from points around the compass.

ALBANY—An elaborate stringer system helped WPTR Albany to what it claims as a scoop over all radio-tv stations and newspapers in the New York tri-city area (Albany-Schenectady-Troy) in its coverage of a big suburban fire, which destroyed a public market and took a heavy casualty toll. Soon after the flames appeared, a stringer at Menands, N. Y., phoned the station for an immediate broadcast report. In 10 minutes a WPTR mobile unit was at the scene, and two more arrived before a half-hour was up. For two and a half hours WPTR broadcast a continuous report on the disaster. The stringer service augmenting the day-and-night patrol maintained by the WPTR mobile service, reaches around the world, numbering 152 in all, including 96 high school editors.

LOS ANGELES—The engineers of KTTV (TV) had a job for themselves last fortnight when the station presented a televised hole-by-hole coverage of a championship golf match at Lakeside Country Club. KTTV's mobile unit picked up the two finalists in the Southern California Golf Assn.'s 58th annual tournament at the 8th tee and followed every move to the 18th green. This unusual feat was accomplished with a triple hop. The camera and transmitter atop the mobile unit (powered only by a generator) beamed a picture and audio from the course to a mountain behind Lakeside, to another unit at the clubhouse, and thence to Mt. Wilson.

FARGO—A first-hand account of a tornado that struck Fargo, N. D., June 20, carried by KSTP-AM-TV Minneapolis-St. Paul after a caller, formerly in tv himself, phoned in the tip to the stations. James C. Danielson of Minneapolis, once associated with WMAL-TV Washington and KOA Denver, saw the twister approaching from atop a hotel in Moorhead, Minn., and called KSTP, describing physical characteristics of the funnel. Within minutes, KSTP radio interrupted its programming to rebroadcast the account. The tape recording also was used on KSTP-TV newscasts and NBC news shows.

Vanda Heads WCAU-TV Unit To Produce Commercial Films

NEW division for creation and production of commercial tv films has been started by WCAU-TV Philadelphia and is headed by Charles Vanda, tv vice president. The unit will cast, set, film, and record all films and preview them over closed circuit in black-and-white and color, effecting savings to agencies and clients, Mr. Vanda said.

Named to assist Mr. Vanda in the operation are Jerome B. Samuelsohn, WCAU-TV producer-director, and John J. Burke, veteran cinematographer. George G. Steele Jr. of the WCAU-TV sales staff is sales representative.

All new equipment has been acquired for the film division.

HAL NEAL (r), manager of WXYZ Detroit, and New York advertising executives gather around to hear the hi-fi sound of WXYZ personality Ed MacKenzie during his stint as guest-announcer on *Make Believe Ballroom*, WABC New York, the week of June 24. Among the group Mr. Neal entertained were (l to r) Tucker Scott, John Blair & Co., WXYZ national representatives; Roger M. Greene, vice president and advertising director of Philip Morris Inc., and John Blair, president of the representative firm.

RATE CARD

AMERICAN FOLK MUSIC*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$20.00	$18.50	$16.50

* *one of the 9 sections available from*

The SESAC Transcribed Library

THE AMERICAN FOLK SECTION CONTAINS:

- 887 of the best country and western, barbershop, folk square dance and traditional selections.
- Complete program notes for each selection.
- Imaginative attention-holding scripts.
- Outstanding artists on top quality discs.

For complete information, write—

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

Radio-Tv Commercial Awards Announced at AAW Hawaii Meet

RADIO and television awards of the Advertising Assn. of the West, in cooperation with western radio stations and the Southern California Broadcasters Assn., were announced last week at the 54th annual AAW convention at Honolulu.

Bunge Service, Tacoma, Wash., won the Perpetual Trophy donated by Vancouver Advertising & Sales Bureau, B. C., for the best overall radio job in all classifications. The Bunge entry was a fuel oil spot used on KMO Tacoma. J. Archie Morton of KMO was the individual named in the citation. There were 71 radio entries.

An entry on behalf of the Kroger Co., Cincinnati, took the tv Sweepstakes Award donated by the Hollywood Advertising Club for best overall entry among 127 tv contestants. The Kroger commercial was placed by Campbell-Mithun Inc., Minneapolis-Hollywood, and produced by Animation Inc., Hollywood.

Other radio winners:

COMMERIAL PROGRAMS

Cities over 100,000 or more, or networks: Advertiser: Disneyland Hotel, Anaheim, Calif.; station: KBIG Hollywood; agency: The Edwards Agency, Los Angeles.

Cities of less than 100,000: Advertiser: Salada Tea; station: CHUB Nanaimo, B. C.; individual: C. J. (Chuck) Rudd, CHUB.

COMMERCIAL SPOT ANNOUNCEMENTS

Cities of 100,000 and over, or on networks: Advertiser: Bunge Service; station: KMO; individual: Mr. Morton, KMO.

Honorable Mentions — Advertiser: Anheuser-Busch, Inc.; station: KMPC Los Angeles; agency: D'Arcy Brophy Advertising Co., Los Angeles. Advertiser: Bank of America; station: KMPC Los Angeles; agency: Johnson & Lewis, Los Angeles; producer: Song Ad Productions, Hollywood.

Cities of less than 100,000: Advertiser: Idaho Savings & Loan Assn., Boise; station: KBOI Boise; individual: Hal Knutson, KBOI.

AN illuminated scroll is presented to Joseph E. Baudino (l), of the Westinghouse Broadcasting Co., Washington, D. C., by incoming Radio Advertising Bureau Board Chairman Kenyon Brown, KWFT Wichita Falls, Tex., in appreciation of Mr. Baudino's services to RAB and to the radio industry during his two terms of office as board chairman of RAB.

Other tv winners:

LOCAL ADVERTISERS—FILM COMMERCIALS

First Award—Advertiser: Frank Taylor Ford, Los Angeles; producer: Playhouse Pictures, Hollywood. Honorable Mention—Advertiser: Sparkletts Drinking Water Corp., Los Angeles; agency: The McCarty Co., Los Angeles; producer: Harris-Tuchman Productions, Hollywood.

REGIONAL ADVERTISERS—FILM COMMERCIALS

First Award—Advertiser: Pacific Gas & Electric Co., San Francisco; agency: Batten, Barton, Durstine & Osborn, San Francisco; producer: Gross-Krasne, Inc., Hollywood. Honorable Mention—Advertiser: General Telephone Co., New York; agency: H. B. Humphrey, Alley & Richards, New York; producer: Animation, Inc., Hollywood. Advertiser: Wilco Company, Los Angeles; agency: Elwood Robinson Advertising, Los Angeles; producer: Five Star Productions, Hollywood. Advertiser: Standard Oil Co. of California, San Francisco; agency: BBDO, San Francisco; producer: Motion Picture Service Co., San Francisco. Advertiser: Regal Brewing Co., San Francisco; agency: Guild, Bascom & Bonfigli, Hollywood; producer: Telepix Corp., Hollywood. Advertiser: Lincoln 1st Federal Savings & Loan Assn., Spokane, Wash.; agency: Devine & Brassard, Spokane; producer: Song Ad Film-Radio Prod., Hollywood.

NATIONAL ADVERTISERS—FILM COMMERCIALS

First Award—Advertiser: H. J. Heinz Co., Pittsburgh; agency: Maxon, Inc., Detroit; producer: Animation, Inc., Hollywood. Honorable Mentions—Advertiser: Toni, Inc., Chicago; agency: North Advertising, Inc., Chicago; producer: Volcano Enterprises, Inc., Hollywood. Advertiser: General Foods, New York; agency: Young & Rubicam, New York; producer: Playhouse Pictures, Hollywood. Advertiser: Mattel Inc., Los Angeles; agency: Carson/Roberts Inc., Los Angeles; producer: Telepix, Hollywood. Advertiser: Kimberly-Clark Corp., Neenah, Wis.; agency: Foote, Cone & Belding, Los Angeles; producer: Cascade Pictures of California, Los Angeles. Advertiser: Sunkist Growers Inc., Los Angeles; agency: Foote, Cone & Belding, Los Angeles; producer: Cascade Pictures of California, Los Angeles.

GENERAL—LIVE OR KINE

First Award—Advertiser: LFD Chevrolet Assocs., Inc., Los Angeles; agency: Eisaman-Johns Advertising, Los Angeles; producer: Eisaman-Johns.

COLOR

First Award—Advertiser: S. C. Johnson & Sons, Inc.; agency: Needham, Louis & Brorby Inc., Chicago; producer: Animation, Inc., Hollywood.

Agency Internship Awarded

L. W. RAMSEY ADVERTISING, Davenport, Iowa, and the faculty of the School of Journalism of the State U. of Iowa, have announced the unanimous selection of John R. Ruddy of Emmetsburg, Iowa, as first recipient of the annual Ramsey Advertising Agency Internship. The internship includes summer experience with Ramsey.

AWARD SHORTS

Meade Brunet, vice president-managing director, RCA International Div., awarded Brazilian Government's "highest civilian honor," Officer Cruzeiro Do Sul (Southern Cross), for ". . . important contribution to the mutual understanding of our two countries."

Ken Ferguson, general manager, KBRZ Freeport, Texas, received certificate of appreciation from mayors of three Texas cities for his reporting of location and extent of water and spotting danger areas during floods of Brazos River.

James C. Hanrahan, general manager, WEWS (TV) Cleveland, Ohio, received citation from Catholic Charities for station's decade of service.

Jim Kilian, program manager, WAAM (TV) Baltimore, received award Inter-Faith Award in names of Boumi Temple, Knights of Columbus and B'Nai B'Rith "In appreciation of his devoted service to the cause of Inter-Faith and Brotherhood, and his participation in the program *To Promote Good Will*, presented as a public service by WAAM, in cooperation with American Legion, Dept. of Maryland."

Perry Wolff, producer of CBS documentary tv series *Air Power*, awarded Air Force's Exceptional Service Award for "a penetrating analysis of the growth of air power during the last fifty years."

Roger Allan, news director, WCOP Boston, awarded citation from Francis X. Cotter, Boston fire commissioner, for station's ". . . outstanding support of the fire prevention program."

John E. Murphy, news director, WCKY Cincinnati, named "Man of The Year" by Kentucky Outdoors Writers Assn., and "The Kentucky Sportsman of The Year" by League of Kentucky Sportsmen.

Johnny Grant, disc jockey, KMPC Los Angeles, honored by L. A. County Council of American Legion with certificates of recognition "for the outstanding job he has done at home and abroad in entertaining servicemen and for his conscientious recognition of the obligations to his profession, the radio industry."

Represented Nationally by
Paul H. Raymer Co., Inc.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Charlotte Smith, formerly account executive-media specialist, Honig-Cooper, Seattle, opens her own agency, Charlotte Smith Adv., at 514 Medical Arts Bldg., Seattle 1. Telephone: Mutual 1445.

◄ **George J. Cobak,** Jessop Adv. Co., Akron, Ohio, named president-general manager and has bought controlling stock and all agency assets.

◄ **Edgar J. Donaldson,** director of radio and tv, Ketchum, MacLeod & Grove, Pittsburgh, elected vice president.

◄ **Tom Debow,** director of advertising and news of Cities Service Co., elected vice president and member of board of directors, Cities Service Petroleum, Inc.

◄ **Charles T. Rabkin,** assistant vice president for merchandising-new product development, Revlon Inc., named account group supervisor and member of plans board for Emil Mogul Co., N. Y., one of Revlon's agencies. Mr. Rabkin will be assigned to Park & Tilford and Tintex, P&T division, accounts.

◄ **William A. Hammond,** media director, Grant Adv., N. Y., to Plymouth Div. of Chrysler Corp., same city, as advertising manager. Mr. Hammond's background in automotive advertising includes four years with Lincoln-Mercury in dealer advertising and six years in media work with Brooke, Smith, French and Dorrance Inc.

S. E. (Doc) Frohock, marketing specialist with BBDO, N. Y., four years, to Kenyon & Eckhardt, same city, as merchandising executive in promotion department.

◄ **Charles Hull Wolfe,** formerly copy chief, McCann-Erickson, N. Y., to Griswold-Eshleman Co., Cleveland, Ohio. He will report directly to president of firm.

Philip A. Young, with copy staff of McCann-Erickson, N. Y., appointed copy director of tv-radio department of Campbell-Ewald, same city, succeeding **Frank Hopkins,** resigned.

Richard Fishel rejoins Geare-Marston division of Ruthrauff & Ryan, Philadelphia, as sales promotion director. He was formerly copy supervisor of RCA Victor Radio and "Victrola" sales promotion division in Philadelphia office of Kenyon & Eckhardt. Before that he was member of sales promotion department of Geare-Marston.

James C. Kissman, production assistant, BBDO, L. A., to Advertising Agencies Inc., Studio City, Calif., as production director.

Harold M. Taylor, art director at Benton & Bowles, N. Y., and formerly with William Esty Co. and Grey Adv., joins Geyer Adv. as art director. He will head art group on the Boyle-Midway (Div. of American Home Products Corp.) account.

Horace Judson, formerly head of his own industrial agency, to copy staff of Hicks & Greist, N. Y.

FILM

Larry P. Mominee, vice president and general manager of Atlas Film Corp., Oak Park and Chicago, Ill., elected president.

Leon S. Rhodes, production manager of Loucks & Norling Studios Inc., industrial and special effects division of Robert Lawrence Productions Ltd., N. Y., promoted to vice president.

Rene Anselmo, who was named Mexico and Central American sales representative for ABC Film Syndication two weeks ago [B•T, June 24], will continue his association with Fremantle Overseas Radio & Television in Mexico and Latin America. Mr. Anselmo has served Fremantle for past four years.

Antony Ellis named script editor of Walden Productions, Hollywood, for *Court of Last Resort,* upcoming NBC-TV series. With writing credits for *Climax, Zane Grey Theatre, Silent Service* and *Boots and Saddles,* Mr. Ellis will write as well as edit scripts for new series.

NETWORKS

Dorothy Brown, editor-in-chief of continuity acceptance, named director of ABC Western Div. and **Marjorie McHardy** promoted to radio continuity acceptance, Hollywood. **Thomas Kersey** becomes manager of tv continuity acceptance, Hollywood.

Daytime—
KGVO
5,000 watts—CBS
Either Radio or TV, when you think of Montana Think of Mosby, Inc. at Missoula, Mont.
Nighttime—
K•MSO-TV
CBS
191,000 watts—NBC
ABC

On an average 100 mile trip a truck driver bounces up a vertical distance of 1458 ft.*

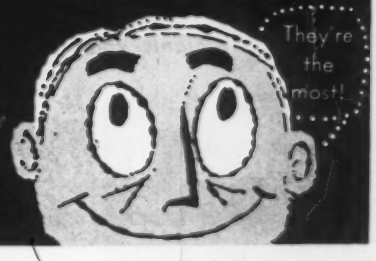
The last 7 ft. would enable him to look down on our new 1,450-ft.-above-average-terrain tower.

*Neither ARB, Nielsen, nor Pulse. We read it somewhere.

WMT-TV
CBS Television for Eastern Iowa
Mail Address: *Cedar Rapids*
National Reps: *The Katz Agency*

Keep your eye on these Plough, Inc. stations:

Radio Baltimore
WCAO
Radio Boston
WCOP
Radio Chicago
WJJD
Radio Memphis
WMPS



The Crest of Good Living in
New York City
HOTEL New Yorker
34th Street at 8th Avenue

Manhattan's largest and most conveniently located hotel. 2500 outside rooms, all with bath and free radio, television in many. Direct tunnel connection to Pennsylvania Station. All transportation facilities at door. Three air-conditioned restaurants
LAMP POST CORNER . . . COFFEE HOUSE . . . GOLDEN THREAD CAFE

Singles from $7 | Doubles from $11 | Suites from $23

JOSEPH MASSAGLIA, JR., President
CHARLES W. COLE, Gen. Mgr.

Other MASSAGLIA HOTELS
- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Sainte Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- NEW YORK CITY Hotel New Yorker
- HONOLULU Hotel Waikiki Biltmore

World-famed hotels
Teletype service—Family Plan

BMI

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artist," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.
589 FIFTH AVE. NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

PEOPLE CONTINUED

◄ **William C. Gillogly,** eastern sales manager for ABC Television Network, named sales director of ABC-TV Central Div.

Briggs Baugh, regional manager for American Broadcasting Network station relations, father of girl, Elizabeth Revere, June 15.

STATIONS

Alfred E. Mayer, formerly national sales manager of Laird Group stations (WDUZ Green Bay and WDUX Waupaca, both Wis.), elected vice president of Laird Broadcasting Co.

◄ **Ralph W. Beaudin,** KOWH Omaha, to WBNY Buffalo, N. Y., as station manager.

◄ **Byron E. Anderson,** national radio sales manager, KTSP Minneapolis-St. Paul, named sales manager with responsibility for national and local sales. He joined KTSP in 1953 as account executive and became assistant radio sales manager following year. He became national radio sales manager last December.

◄ **J. Robert Reisinger** named tv sales manager of Crosley Broadcasting Co.'s Chicago division, succeeding **Robert Lamb,** to WLWI (TV) Indianapolis as sales manager. Mr. Reisinger was tv spot sales account executive with CBS Chicago before joining Crosley in 1956.

◄ **William Sanford** takes over Mr. Lamb's agency and territory assignments. Mr. Sanford formerly was tv account executive with Young Television Corp. Other Crosley stations include WLW Cincinnati, WLWT (TV) Cincinnati, WLWD (TV) Dayton, Ohio, WLWC (TV) Columbus, Ohio, and WLWA (TV) Atlanta.

◄ **Richard H. Schutte,** CBS Radio Spot Sales, S. F., account executive, to KCBS San Francisco as sales manager.

Walter Reese, production director, WDMJ-TV Marquette, Mich., to WEHT-TV Evansville, Ind., as sales service manager.

Thomas F. Carroll, WORL Boston, to WERS-FM Somerville, Mass. (educational station), as program director.

◄ **James P. Boysen,** WLOL Minneapolis - St. Paul, named program director. He was associated with WTCN Minneapolis as announcer and program director for 11 years and worked with ABC Hollywood for two years as producer and special events editor.

◄ **A. H. Chris Christensen,** KGW-TV Portland, rejoins KEX Portland as advertising - sales promotion manager. He also will act in national sales service capacity.

"Little Jody" Rainwater, country and western music personality, named farm director of WSVS-AM-FM Crewe, Va.

Frank Effron, art director, KOTV (TV) Tulsa, promoted to production supervisor.

◄ **Robert J. Dean,** formerly general sales manager, WFIE-TV Evansville, Ind., to WBNS-TV Columbus, Ohio, as account executive. He also was with KMJ-TV Fresno as sales representative and WNBF-AM-TV Binghamton, N. Y., as national sales account representative.

◄ **Walter Rebmann Jr.,** account executive for KUTV (TV) Salt Lake City, to KVOO-TV Tulsa in similar capacity. **Curtis Eads** joins KVOO-TV as staff artist.

Mann Reed, production manager, KBTV (TV) Denver, named program manager, and **Russ Kundert** succeeds him as production manager. **Jim Butts** returns to KBTV as chief engineer succeeding **Nelson Alquist.**

Leroy E. Kilpatrick, vice president in charge of engineering, WSAZ-TV Huntington, W. Va., named operations manager. **C. Thomas Garten,** formerly assistant general manager and commercial manager of WSAZ, named commercial manager for WSAZ-TV.

Shirley Beck, sales service secretary of KFWB Los Angeles, promoted to traffic manager.

Joe Zimmermann appointed to newly-created post of director of station promotion for Triangle stations (WFIL-AM-FM-TV Philadelphia; WNBF-AM-FM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona-Johnstown, Pa.; WNHC-AM-FM-TV New Haven-Hartford, Conn., and WLBR-TV Lebanon-Lancaster, Pa. Triangle also owns 50%

HOOPER — PULSE — NIELSEN
KOSI
DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO
KOBY
KOSI See Forjoe
KOBY See Petry

NEW OFFICERS of Florida Assn. of Broadcasters were greeted by Mary Jane Morris, FCC secretary, at recent meeting. Left to right: Charles Fernandez, WKXY Sarasota, FAB secretary-treasurer; James L. Howe, WIRA Fort Pierce, new president; Larry Rollins, WSIR Winter Haven, second vice president; Miss Morris; Lee Ruwitch, WTVJ (TV) Miami, first vice president; Dennison Parker, WTAN Clearwater, retiring president.

of WHGB Harrisburg, Pa.).

Alvin H. Barnard named director of engineering for KVAL-TV Eugene and KPIC Roseburg, both Ore. **Theodore Marchner** named assistant director of engineering for KVAL-TV and KPIC, and **William R. Riley** appointed chief engineer for KVAL-TV.

Donald A. Getz assigned to special service projects for radio sales at WGN Chicago, serving as liaison between Chicago headquarters and New York sales solicitation offices and various offices of Edward Petry & Co., representing station in other cities.

Russel Kemmeter, former industrial plastic salesman at U. S. Rubber Co., to sales staff of WTMJ-TV Milwaukee.

Bruce Wendell named chief announcer of KCBH-FM Beverly Hills.

Jack Mabley, *Chicago Daily News* columnist, signed by WBKB (TV) Chicago, for new community opinion commentary series starting July 1, Mon.-Fri., 3:45-4 p.m.

Larry Monroe, program director of WNOE New Orleans and formerly disc jockey with KLIF Dallas, returns to KLIF as d. j.

Patrick E. Rheaume, sales manager, WWNY Watertown, N. Y., to WCHN Norwich, N. Y.

Thomas Y. Gorman, general manager of WEEI Boston, father of boy, Thomas Yule Jr., June 24.

Jim Keen, account executive, WFIE-TV Evansville, Ind., father of boy, David James, June 4.

Don Edlund, announcer, KTNT-TV Seattle-Tacoma, father of girl, Trina.

Patricia Scott, songstress on WBBM-TV Chicago's *In Town Tonight,* and **Mike Nichols,** actor and former radio announcer, announced their marriage June 8.

◄ **Laurence N. Baird,** 65, commercial manager of WWL New Orleans for 15 years, died June 25, after extended illness. He had been in advertising business since 1920. He started as display advertising salesman for *The Times-Picayune,* then went to *New Orleans States.* He later moved to Chicago to become advertising manager of Haines Publications, and also served as publishers representative of William R. Stewart Co., Chicago, returning to New Orleans in 1938 to join WWL sales staff.

REPRESENTATIVES

◄ **Lon King,** assistant vice president of Peters, Griffin, Woodward Inc., named director of PGW's tv sales promotion and research departments. Mr. King's appointment, according to firm, is in line with increased services to station clients, advertisers and agencies. He has been with PGW since 1951, joining firm from NBC and serving successively as account executive in S. F., Detroit and N. Y., becoming assistant vice president in January 1956.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

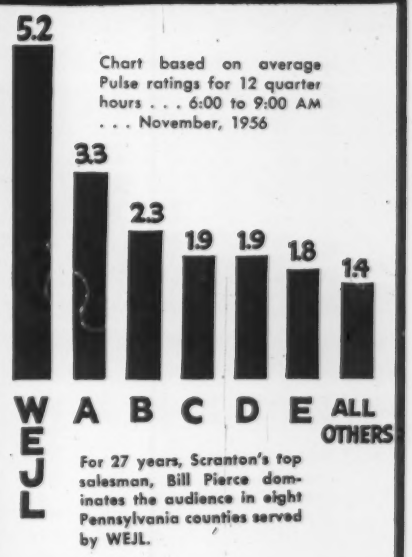
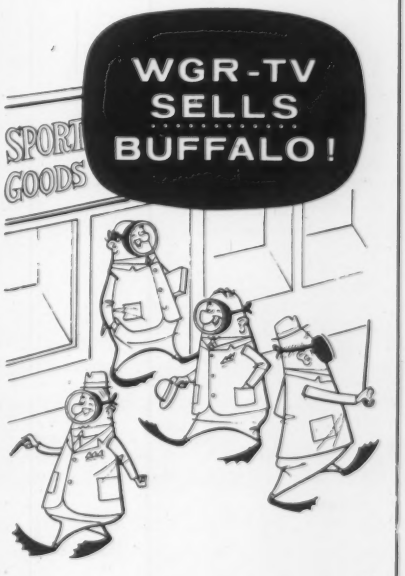


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!
WEJL
The Scranton Times
SCRANTON, PENNA.



ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES

George C. Bingham, account executive in N. Y. office of Walker Representation Co., radio-tv station representative, promoted to manager of Walker's Boston office.

Joseph K. Marshall, veteran radio salesman, appointed account executive with CBS Radio Spot Sales, S. F.

J. W. (Bill) Johnson, sales manager, DuPont Food division for 11 western states, to L. A. sales staff of Harlan G. Oakes & Assoc., effective July 1.

Roland McClure, manager, CBS Radio Spot Sales, Hollywood, father of boy, Gregory Stuart, June 19.

TRADE ASSNS.

◄ **Marie H. Houlahan,** director of publicity and public relations for WEEI Boston, elected president of Publicity Club of Boston. She also was elected one of two women directors of Advertising Club of Boston.

Milton E. Mitler, president-general manager, WADK Newport, R. I., elected president of Rhode Island Broadcasters Assn.

Robert F. Nims, vice president and general manager of WCAT Athol, Mass., and WMOO Milford, Mass., appointed sales representative to membership department of Radio Adv. Bureau.

Advertisement

WCOV-TV Manager Applauds CCA Sales

Montgomery, Ala. — Hugh M. Smith, General Manager of WCOV-TV (Channel 20), writes, "I am very pleased to be able to tell you that our C.C.A. sales campaign was outstandingly successful.

Hugh M. Smith

Correspondence received by John C. Gilmore, Executive Vice President of Community Club Awards, from Smith states, "We were able to sign over $26,000 in gross business selling daytime only announcements.

"We are in the third week of the campaign and feel that it will be one of the most successful promotions we have ever used."

COMMUNITY CLUB AWARDS
Box 11296
NORFOLK, VA.
Phone: MA 2-4842

◄ **Douglas A. Anello** joins NARTB headquarters staff in Washington as chief attorney [B•T, June 24], succeeding **Robert L. Heald,** who has joined Washington law firm of Spearman & Roberson.

◄ **Gordon L. Ward,** formerly of KYW Cleveland, joins NARTB station relations department as field representative [B•T, June 24]. He will start indoctrination tour this week in mid-Atlantic states with **Al King,** NARTB field unit.

MANUFACTURING

Fred M. Farwell, executive vice president of International Telephone and Telegraph Corp., N. Y., elected director.

Alexander Fraser, formerly president-chairman of executive committee, Shell Oil Co., elected director of American Cable & Radio Corp., N. Y.

Randolph C. Wood, vice president of Paramount Pictures Corp. and president of Paramount's wholly owned Dot Records, elected president of Chromatic Television Labs, another Paramount subsidiary.

Bernard E. Narin, formerly treasurer and operating manager of Raymond Rosen & Co., named treasurer of Jerrold Electronics Corp., Philadelphia.

◄ **Herbert E. Taylor Jr.,** commercial sales manager, Federal Telephone & Radio Co., Clifton, N. J., named marketing manager for industrial products with Philco Corp.'s government and industrial division.

Morton G. Scheraga, instrument sales manager, Allen B. DuMont Labs, Clifton, N. Y., named instrument product manager, succeeding **E. G. Nichols,** resigned.

◄ **Paul Gregg,** chief engineer, KWBR Oakland, Calif., to Gates Radio Co. as sales engineer. He will cover northern California, western Oregon and most of Nevada, operating out of Gates' L. A. office.

PROGRAM SERVICES

Michael Eisenmenger, director of NBC Central Div. recording sales, to Agency Recording Studios, Chicago, as vice president in charge of sales.

Frank A. Cowan, 59, assistant director of operations, AT&T Long Lines Dept., died June 21 at Lenox Hill Hospital, N. Y., following a short illness. AT&T credited Mr. Cowan with many developments in long-distance transmission and other fields.

PROFESSIONAL SERVICES

Aileen Sheahan named media director of Gil Coleman & Assoc., S. F., public relations firm.

Norman F. Flynn, sales manager, WENE Binghamton-Endicott, N. Y., to Frank Cooper Assoc. (agent for writers, talent and producers in radio and tv), N. Y., sales promotion department.

INTERNATIONAL

Dick Maxwell to CFRS Simcoe, Ont., as local sales manager.

Cecilia Long, director of women's promotions, Ronalds Adv. Ltd., Toronto, and **Mary Cardon,** media director, Kenyon & Eckhardt Ltd., Montreal, awarded first "Woman of the Year" awards of Federation of Canadian Advertising and Sales Clubs at Minaki, Ont., at federation's 9th annual conference.

Ralph W. Henderson, 50, president of Sterling Drugs Ltd., Windsor, Ont., died in hospital at Windsor on June 20, three hours after his car crashed into railway abutment near Windsor.

EDUCATION

◄ **Walter B. Emery,** general consultant to Joint Council on Educational Tv, Washington, and before that legal assistant to former FCC Chairman Paul A. Walker, appointed visiting professor in College of Communication Arts, Michigan State U., East Lansing, Mich. He will instruct students in broadcast law and direct graduate students in field of communications.

J. Colby Lewis III, production manager of WTTW (TV) Chicago, named associate professor of speech, Mich. State U.

◄ **Dr. William Kenneth Cumming,** educational television consultant and director of tv development at Stephens College, Columbia, Mo., to WJCT Jacksonville educational outlet, as station manager.

Edward G. Sherburne Jr., program director for educational station WGBH-TV Boston, and **Ray J. Stanley,** project director of U. of Wisconsin tv laboratory, to Educational Television & Radio Center, Ann Arbor, Mich., for one year appointment.

VOICE OF THE PEOPLE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Station Authorizations, Applications
(As Compiled by B•T)

June 19 through June 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. ed.—educ.

Am-Fm Summary through June 26

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	259	378	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New station requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through June 26

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	354	325	669[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	857	582	1,438[3]
Noncomm. Educ.	67		37	32	66[4]
Total	1,162	337	894	614	1,504[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

ACTIONS

Nacogdoches, Tex.—East Texas Bcstg. Co., granted uhf ch. 19 (500-506 mc); ERP 20.1 kw vis., 10.75 kw aur.; ant. height above average terrain 292 ft., above ground 300 ft. Estimated construction cost $42,000, first year operating cost $45,000, revenue $60,000. P. O. address % **Lee Scarborough,** Box 248, Nacogdoches. Studio location Nacogdoches. Trans. location Nacogdoches County. Geographic coordinates 31° 35′ 26″ N. Lat., 94° 37′ 28″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Haley, Doty & Wollenberg, Washington, D. C. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Mr. Scarborough, owner **KELS-FM Nacogdoches, Joe D. Prince,** soft drink bottling interests and **T. Gillette Tilford,** lumber and grocery interests, will be equal partners. Announced June 21.

Ponce, Puerto Rico — Ponce Tv Partnership, granted vhf ch. 7 (174-180 mc); ERP 1.408 kw vis., 704 w aur.; ant. height above average terrain 199 ft., above ground 71 ft. Estimated construction cost $56,100, first year operating cost $67,200, revenue $90,000. P. O. address WJMR-TV New Orleans, La. Studio and trans. location Ponce. Geographic coordinates 18° 01′ 20″ N. Lat., 66° 37′ 36″ W. Long. Trans. RCA, ant. GE. Legal counsel Owens, Levy & Voelker, New Orleans. Consulting engineer J. S. Petrik, New Orleans. Principals are equal partners **William Cortada,** former 35% owner of WJMR-TV; **George A. Mayoral,** executive vice president **WJMR-AM-TV, WRCM-FM, New Orleans and Luis A. Ferre.** Announced June 20.

APPLICATION

Fargo, N. D.—North Dakota Bcstg. Co., vhf ch. 11 (198-204 mc); ERP 29.05 kw vis., 14.55 kw aur.; ant. height above average terrain 392 ft., above ground 416 ft. Estimated construction cost $53,450, first year operating cost $96,000, revenue $120,000. P. O. address 4000 W. Main St., Fargo. Studio location Fargo. Trans. location Clay County, Minn. Geographic coordinates 46° 45′ 25″ N. Lat., 96° 35′ 37″ W. Long. Trans. Dumont, ant. RCA. Legal counsel D. F. Prince, Washington, D. C. Consulting engineer Lloyd R. Amoo, Valley City, N. D. North Dakota is licensee of

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

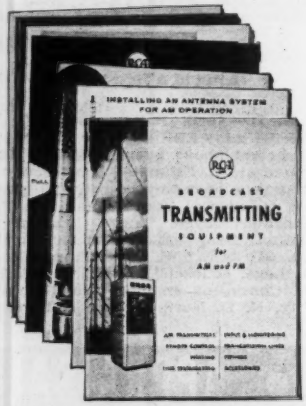
EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
FULLTIME NETWORK	MAJOR NETWORK	STATION WANTED	GULF COAST INDEPENDENT	SOUTHERN CALIFORNIA
$160,000	$300,000		$150,000	$30,000
Excellent combination operation with valuable real estate. 29% down. Gross and profits both up.	Serving rich agricultural area. Terms. 29% down, balance 3½ years.	Have buyer for small to medium market station in Southeast. $15,000 down up to $85,000.	All cash required for this excellent property. Grossing more than the asking price and showing a good profit.	Fulltime independent in dynamic growth market with unlimited potential. All cash preferred.
WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	**CHICAGO, ILL.** Ray V. Hamilton Tribune Tower DE 7-2755	**ATLANTA, GA.** Jack L. Barton 1515 Healey Bldg JA 3-3431	**DALLAS, TEX.** Dewitt (Judge) Landis Fidelity Union Life Bldg RI 8-1175	**SAN FRANCISCO** W. R. (Ike) Twining 111 Sutter St. FX 2-5671

Call your nearest office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Planning a Radio Station?

RCA can help you...



with informative printed materials prepared by experts and available free of charge.

For literature on equipment of special interest or other information, write to RCA, Dept. U-22, Building 15-1, Camden, N. J.

RADIO CORPORATION of AMERICA

RCA Tmk (s) ®

KCJB-AM-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck and **KSJB Jamestown**, all N. D. Principal stockholders are **John Boler** and **E. C. Reineke** and wife.

New Am Stations

ACTION

Philadelphia, Pa.—Lawrence M. C. Smith d/b as Franklin Bcstg. Co. Granted 900 kc, 1 kw DA-D. P. O. address 8200 Ridge Ave., Philadelphia. Estimated construction cost $11,800 first year operating cost $8,000, revenue $40,000. Mr. Smith is owner of WFLN Philadelphia, 30% stockholder WAEB Allentown, Pa., and 20% stockholder WGMS Washington, D. C. Announced June 20.

APPLICATIONS

Truckee, Calif.—Donner Bcstg. Co. 1270 kc, 500 w, D. P. O. address 616 S. Hudson Ave., Los Angeles, Calif., Estimated construction cost $17,132, first year operating cost $27,000, revenue $36,000. **Dr. Nathan Movich,** physician and surgeon, will be sole owner.

Lake City, Fla.—George S. Walker, Jr. 960 kc, 500 w, D. P. O. address Rhine, Ga. Estimated construction cost $13,706, first year operating cost $36,500, revenue $45,000. Mr. Walker, farming and cattle interests, will be sole owner.

Sarasota, Fla.—Radio Sarasota Co. 1220 kc, 1 kw D. P. O. address 912 W. Wesley Rd., Atlanta, Ga. Estimated construction cost $19,060, first year operating cost $48,000, revenue $60,000. Equal partners are, **J. Lee Friedman,** advertising agency and boys camp interests, **Paul Jones,** realtor, and **Harry LeBrun,** vice pres. **WLWA Atlanta.** Mr. Friedman and Mr. Jones own **WWOK Charlotte, N. C.**

Venice, Fla.—Venice-Nokomis Bcstg. Co. 1580 kc, 250 w, D. P. O. address Venice-Nokomis Bank Bldg., Venice. Estimated construction cost $15,190, first year operating cost $15,500, revenue $12,800. **Larry Rhodes** (50%), salesman **WPIN St. Petersburg, Fla., Robert S. Baynard** (49%), attorney, and **Florence J. Rhodes** (1%) housewife, will be owners.

Valdosta, Ga.—Norman O. Protsman 1450 kc, 2.5 kw, D. P. O. address Box 655, Live Oak, Fla. Estimated construction cost $4,315, first year operating cost $19,000, revenue $36,000. Mr. Protsman, owner **WNER Live Oak** and **WMAF Madison,** both Fla., will be sole owner.

Aurora, Ill.—Russell G. Salter 1580 kc, 250 w, D. P. O. address 914 S. Catherine Ave., La Grange, Ill. Estimated construction cost $24,750, first year operating cost $48,000, revenue $65,000. Mr. Salter, 50% **WBEL Beloit, Wis.** and **WTAQ La Grange, Ill.,** and 11% **WCHF Chippewa Falls, Wis.,** will be sole owner.

Capitol Heights, Md.—The Eleven Fifty Corp., 1150 kc, 1 kw DA-D. P. O. address Box 8442, Capitol Heights, Washington, D. C. Estimated construction cost $30,370, first year operating cost $62,500, revenue $67,500. Principals include **Arthur Saul** (80%), contractor, **Frank E. Kastner** (10%), announcer **WCAU-TV Philadelphia,** and **Gordon W. Jones** (10%), radio technician.

Carrollton, Mo.—Homeland Enterprises Inc. 1430 kc, 500 w, D. P. O. address 215 S. Main St., Carrollton. Estimated construction cost $25,395, first year operating cost $25,000, revenue $30,000. **R. Hamilton Staton,** hospital owner, is 99% owner.

Tiffin, Ohio—Tiffin Bcstg. Co. 1240 kc, 100 w, unl. P. O. address 3802 Military Rd., Washington, D. C. Estimated construction cost $11,500, first year operating cost $48,000, revenue $60,000. William E. Benns, stockholder **WVOK Birmingham** and **WBAM Montgomery,** both Ala., and wife will be owners.

Rapid City, S. D.—Dan Snyder 800 kc, 1 kw D. P. O. address Box 399, Great Falls, Mont. Estimated construction cost $30,667, first year operating cost $36,000, revenue $41,280. Mr. Synder, former stockholder **KBGF Great Falls,** will be sole owner.

Bothell, Wash.—Clair Conger Fetterly 800 kc, 500 w, D. P. O. address 15 243rd Pl., Bothell. Estimated construction cost $14,400, first year operating cost $36,000, revenue $52,000. Mr. Fetterly, electrical engineer, will be sole owner.

New Fm Stations . . .

APPLICATIONS

San Francisco, Calif.—KYA Inc., 93.3 mc, 4.9 kw unl. P. O. address Fairmont Hotel, San Francisco. Estimated construction cost $4,900, first year operating cost $20,000, revenue $30,000. Co-owners are **J. Elroy McCaw** and **John D. Keating,** co-owners of **KYA San Francisco, Calif.**

Philadelphia, Pa.—Max M. Leon Inc., 96.5 mc, 20 kw unl. P. O. address Belmont Ave. & Edgley Rd., Philadelphia. Estimated construction cost $24,980, first year operating cost $40,300, revenue $40,300. Principals include Mr. Leon, owner **WDAS Philadelphia,** will be sole owner.

Ownership Changes

ACTIONS

WDCL Tarpon Springs, Fla.—Granted transfer of control of licensee corporation from **Freede-Miller Bcstg. Co.** for $59,500. **John T. Gibson** 50% owner **WDDT Greenville, Miss W. Hooding Carter,** 50% owner WDDT, **McClain Bowman,** planter, and **Floyd Huddleston,** composer, will be 50% owners of station. Announced June 21.

WJHP-AM-FM Jacksonville, Fla.—Granted assignment of license from **Jacksonville Journal Co.** to **Radio Jax Inc.** for $225,000. **Carmen Macri,** owner **WWOK Charlotte, N. C., WQIK-TV Jacksonville, WSUZ Palatka, Fla.** and minority interest **WMIE Miami, Fla.** will be sole owner. Announced June 21.

KORT Grangeville, Idaho—Granted assignment of license from **Far West Radio Inc.** to **Kebco Inc.** for $50,000. Principals include **Edward M. Brainerd** (98.6%), free lance radio-tv writer. Announced June 21.

KLER Lewiston, Idaho—Granted assignment of license from **Cole E. Wylie** to **Lewis Clark Bcstg. Co.** for $160,000. **John H. Matlock** (60%) and **Eugene A. Hamblin** (40%) will be owners. Messrs. 50% **WBEL Beloit, Wis.** and **WTAQ La Grange,** Matlock and Hamblin own **KOZE Lewiston.** Conditioned on disposal of KOZE. Announced June 21.

KFXD Nampa, Idaho—Granted assignment of license from **Frank E. Hurt & Son Inc.** to **E. G. Wenrick Bcstg. Co.** for $277,000. **E. G. Wenrick** (51%), stockholder **KBOE Oskaloosa, Iowa,** and **Kenneth Kilmer** (49%), manager KFXD, will be owners. Announced. June 21.

WCDJ Edenton, N. C.—Granted transfer of control of licensee corporation from **Ray A. Childers** to **E. M. Schuman** and family for $8,500. Mr. Schuman is present stockholder in station. Announced June 21.

KDHS (TV) Aberdeen, S. D.—Granted assignment of cp from **Aberdeen Television Co.** to **North Dakota Bcstg. Co.** for $2,447. North Dakota owns **KCJB-AM-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck** and **KSJB Jamestown,** all N. D. Announced June 21.

KHEY El Paso, Tex.—Granted transfer of control of licensee corporation from **KEPO Bcstg. Co.** to **Harvey R. Odom, Elfred O. Smith** and **A. V. Bamford** for $150,000. Mr. Bamford, 50% owner **KHEP Phoenix, Ariz.,** Mr. Odom, 50% owner KHEP, and Mr. Smith, furniture and ap-

Eastern Regional
$225,000.00

One of the most attractive and cleanest regional operations in the east. Consistently profitable this well established property will show excellent earnings ratio. Can be financed with low down payment and balance out of depreciation.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Building
STerling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
Jackson 5-1576

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

L. H. CARR & ASSOCIATES
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1001 Conn. Ave. Leesburg, Va.
Member AFCCE

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
4806 MONTGOMERY LANE
WASHINGTON 14, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 57-2601
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3-3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

LOWELL R. WRIGHT
Aeronautical Consultant
serving the radio & tv industry on aeronautical problems created by antenna towers
Munsey Bldg., Wash. 4 D. C.
District 7-1740
(nights-holidays telephone Herndon, Va. 114)

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

COLLECTIONS
For the Industry
ALL OVER THE WORLD
TV—Radio—Film and Media
Accounts Receivable
No Collections—No Commissions
STANDARD ACTUARIAL WARRANTY CO.
220 West 42nd St., N. Y. 36, N. Y.
LO 5-5990

Member AFCCE

pliance interests will be equal partners. Announced June 21.

APPLICATIONS

WKAB Mobile, Ala.—Seeks transfer of control of licensee corporation from **Louise P. Pursley** to **John E. Hopkinson, George D. Hopkinson** and **Quentin C. Sturm** for assumption of debts and nominal $1. Each will be 30% owner. The Messrs. Hopkinson own station reps firm, and Mr. Sturm is minority stockholder of **WLOI La Porte, Ind.**

KWFC Hot Springs, Ark.—Seeks transfer of control of licensee corporation from **Camden Radio Inc.** to **Clyde E. Wilson** for $25,000. Mr. Wilson, former 25% owner, will be 100% owner.

KRKD-AM-FM Los Angeles, Calif.—Seeks acquisition of control of licensee corporation by **Albert Zugsmith** through stock purchase (22%) from **Richard C. Simonton** for $39,775. Mr. Zugsmith, former 33.3% owner, will be 55.57% owner. Mr. Zugsmith has interests in **KITO San Bernardino, KVSM San Mateo,** both Calif.; **KSHO-TV Las Vegas, KBMI Henderson,** both Nev., and **KULA-AM-TV Honolulu, Hawaii.**

WKKO Cocoa, Fla.—Seeks assignment of license from **James H. Sawyer** to **Brevard Bcstrs. Inc.** Corporate change. No control change. Mr. Sawyer, owner WKKO and 40% owner **WABR** and **WEAL-TV Orlando, Fla.,** heads corporation.

WBIL Leesburg, Fla.—Seeks assignment of license from **Clyde T. Hodgson** to **WBIL Inc.** Corporate change. No control change.

KVOE Emporia, Kan.—Seeks assignment of license from **Lyon County Bcstg. Co.** to **Bluestem Bcstg. Co.** for $81,000, plus assumption of land and building mortgages. **Edward J. McKernan Jr.** (90%) and **Charles N. Putt** (10%) will be owners. Messrs. McKernan and Putt are former employes of **WIBW-AM-TV Topeka, Kan.**

KCHA Charles City, Iowa—Seeks transfer of control of licensee corporation from **Radio Inc.** to **LuVerne J. Bromberg** for $20,508. Mr. Bromberg, station mgr. KCHA, will be sole owner.

WCRV Washington, N. J.—Seeks assignment of license from **Simon Geller** to **Warren Bcstg. Corp.** for $42,500. **Morristown Bcstg. Corp.** (99.40%) is controlled by **Kenneth A. Croy, Olive S. Croy** and **George S. Croy,** and is licensee of **WMTR Morristown, N. J.**

KWRW Guthrie, Okla.—Seeks assignment of license from **Southern Bcstg. Co.** to **Weldon Sledge** for $27,500. Mr. Sledge, commercial mgr.-chief engineer **KVON Morrilton, Ark.,** will be sole owner.

KPLK Dallas, Ore.—Seeks transfer of control of licensee corporation from **Polk County Bcstrs. Inc.** to **D. H. Meves** for $45,000. Mr. Meves is stockholder in **KHAS-TV Hastings, Neb.**

WBUT Butler, Pa.—Seeks assignment of license from **J. Patrick Beacom** to Mr. Beacom and **Harold W. Critchlow** for $13,000. Mr. Beacom (80%), 70% **WVVW Grafton** and (98%) **WJPB-TV Fairmont,** both W. Va. and Mr. Critchlow (20%), gen. mgr. WBUT (resubmitted application). Announced June 19.

KCNY San Marcos, Tex.—Seeks transfer of control of licensee corporation from **Central Bcstg. Co.** to **Forest L. Whan** for $25,000. Mr. Whan, prof. radio-tv Kansas State College, will own 77.53%.

WHBG Harrisonburg, Va.—Seeks assignment of license from **Rockingham Radio Corp.** to **Valley Bcstrs.** for $65,000. Equal owners will be **Robert C. Currie Jr.,** operations mgr. **WXEX-TV Petersburg, Va.,** and **Frederick R. Griffiths,** operations mgr. **WJAR-TV Providence, R. I.**

KLOG Kelso, Wash.—Seeks assignment of license from **Northwest Public Services Inc.** to **KLOG Inc.** for $50,000. **J. J. Flanigan** (98.04%), former stockholder **KITO San Bernardino, Calif.,** will be principal owner.

TV BROADCAST ACTIONS

By the Commission

The FCC denied petitions by (**WHYN-TV** ch. 40), **Springfield, Mass., WWLP (TV)** (ch. 22), **Springfield, WRLP (TV)** (ch. 32), **Greenfield, Mass.,** and **Capitol Television Corp., Providence, R. I.,** for reconsideration of March 1 report and order in which Commission concluded that ch. 3 should remain in Hartford, Conn., and terminated proceeding in proposal to shift ch. 3 from Hartford to Providence. Comr. Bartley dissented and issued statement; Comr. Lee dissented.

The FCC denied petitions by **(WKOW-TV** ch. 27), **Madison, Wis.,** and **(WTVO (TV)** ch. 39), **Rockford, Ill.,** for reconsideration of Feb. 26 report and order which rejected proposals to deintermix Madison area by shifting vhf ch. 3 from that city to Rockford or reserving it in Madison for educational use. Comrs Hyde and Lee dissented; Comr. Bartley dissented and issued statement.

The FCC denied requests of **Louisiana Purchase Co., Sangamon Valley Television Corp., KWK Inc., St. Louis Telecast Inc., WMAY-TV Inc., Wabash Valley Broadcasting Corp., Maximum Service Telecasters Inc.,** and the mayor of Springfield, for reconsideration and rehearing of Feb. 26 report and order which deintermixed Springfield, Ill., by shifting ch. 2 from there to St. Louis, Mo., and to Terre Haute, Ind. Comrs. Doerfer and Mack dissented and voted to grant petitions; Comr. Craven abstained from voting.

The petition of **WFAM-TV,** ch. 18, **Lafayette, Ind.,** for partial reconsideration of the above report and order was granted to extent that Commission invites comments by August 1 to notice of proposed rule making looking toward shifting ch. 10 from Terre Haute to Lafayette.

The FCC denied petitions by **Evansville Television Inc.** and **WLEX-TV Inc.** for reconsideration of Feb. 26 report and order deintermixing Evansville, Ind., by shifting ch. 7 from Evansville, Ind., to Louisville, Ky., and ch. 9 from Hatfield, Ind., to Evansville for noncommercial educational operation. Comr Bartley concurred in result and issued statement; Comrs Doerfer and Mack dissented; Comr. Craven abstained from voting.

TV RULE MAKING PROCEEDING TERMINATED

The FCC denied a petition by **WNOK-TV** ch. 67,, **Columbia, S. C.,** to add ch. 5 to Columbia's present 10 (WIS-TV), *19 (educational), 25 and 67 (WNOK-TV), and terminated rule making proceeding. Comr. Bartley dissented; Comrs. Doerfer and Craven abstained from voting.

FURTHER RULE MAKING PROPOSAL IN ALBANY AREA

The Commission has reexamined the tv allocation situation in the Albany, N. Y., area with a view to obtaining a third vhf outlet in conformity with existing minimum mileage requirements. In order to reach the Commission's objective of providing multiple tv service to the public at the earliest practicable time, it invites comments by July 18 to a notice of further proposed rule making and orders to show cause looking toward (1) retaining ch. 10 in Vail Mills, N. Y., and ch. 6 in Albany-Schenectady-Troy; (2) shifting ch. 13 from Utica-Rome to Albany-Schenectady-Troy, and deleting chs. 35 and 41 from latter area; (3) substituting ch. 2 for ch. 13 in Utica-Rome; and (4) changing the offset carrier requirement for the ch. 2 assignment in New York City from minus to even. To implement this proposal, it ordered the following licensees to show cause by July 24 why their authorization should not be modified and furnish data necessary for the preparation of engineering specifications for proposed new frequencies: (1) Copper City Broadcasting Corp., to specify operation of station **WKTV (TV)** in Utica on ch. 2 instead of ch. 13, subject to condition that the power of the station on ch. 2 in the direction of Cornwall, Canada, shall not exceed 12.5 kw irrespective of ant. height; (2) Hudson Valley Broadcasting Co., to specify operation of **WCDA (TV)** on ch. 10 in Vail Mills instead of ch. 41 in Albany; and (3) Van Curler Broadcasting Corp. to specify operation of **WTRI (TV)** ch. 13 in Albany instead of ch. 35 in that city. Petitions for reconsideration of March 1 report and order (which deintermixed the Albany-Schenectady-Troy and Vail Mills area by deleting ch. 10 from Vail Mills and proposed delection of ch. 6 from Schenectady and assigning it to Syracuse, with resultant order to General Electric Co. to show cause why station **WRGB (TV) Schenectady,** should not operate on ch. 47 instead of ch. 6) will be held without action pending outcome of instant proposals. Comr. McConnaughey (chairman) abstained from voting; Comrs. Bartley and Lee dessented and issued statements.

The Commission announced its decision of June 20 which (1) affirmed Nov. 3, 1954, grant application for consent to transfer of control of **WROW-AM-TV,** now **WCDA,** ch. 41, Albany, N. Y., from **Hyman Roseblum,** et al., to **Lowell J. Thomas,** et al., and (2) dismissed protest filed by Van Curler Broadcasting Corp. WTRI (TV) ch. 35, Albany, and terminated proceedings. Comr. Bartley concurred in result; Comr. Craven abstained from voting.

FCC (1) denied a Feb. 1 petition by **Hartford Telecasting Co. Inc., Hartford, Conn.,** for stay of the Hartford ch. 3 comparative proceedings, and (2) denied Aug. 24, 1956, petition by Hartford Telecasting Co. Inc., for rehearing, oral argument and other relief directed against July 25, 1956, decision granting Travelers Broadcasting Service Corp. Cp for new tv station to operate on ch. 3 in Hartford and denying competing application of Hartford Telecasting, but modified and clarified that decision in minor respects which in no manner alter previsious conclusion. Comr. Craven abstained from voting on both actions.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 6

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Buffalo, N. Y., ch. 7 (9-24-56); Biloxi, Miss., ch. 13 (12-18-56); San Francisco-Oakland, Calif., ch. 2 (3-11-56); Ponce, P. R., ch. 7; McKeesport-Pittsburgh, Pa., ch. 4 (6-3-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4.

IN HEARING 7

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Butte, Mont., ch. 6.

IN COURT: 3

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10.

PETITIONS

WENS (TV) Pittsburgh, Pa.—Petition requesting institution of rule making looking toward amendment of sec. 3.606 in accordance with either of following two reallocation plans: (1) fourth vhf channel would be provided in Pittsburgh and Steubenville would become all-uhf by exchange of ch. 9 and 16 between two cities; (2) following changes in vhf channel assignment would be made: add ch. 6 to Pittsburgh and delete same from Johnstown-Altoona area; and ch. 8 to Philadelphia-Wilmington-Camden-Atlantic City area and Johnstown-Altoona area, and delete same from Lancaster; and add ch. 12 to the Cleveland-Akron area and Johnstown-Altoona area, and delete same from Erie and Clarksburg.

continues on page 89

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $15.00 per inch.

No charge for blind box number.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

General manager, must be financially able to purchase 25% interest in powerful independent in metropolitan market. Box 996G, B•T.

New station—N. Louisiana needs manager, chief engineer, and announcer. Full details in first letter. Good salary and profit sharing plan. Box 288A, B•T.

New England group operation seeks capable manager for daytime outlet. Excellent remuneration, living and working conditions. Potential is here. We don't want to supervise. We want you to supervise and produce. Active part in community life necessary. Box 294A, B•T.

National radio sales manager needed for two-radio stations in central U. S. Excellent markets. Unlimited opportunity, good salary. Send complete info to Box 306A, B•T.

Small South Carolina market needs aggressive family man to operate 1,000 watt daytimer. Send requirements, resume to WBCU, Union, S. C.

Sales

Wanted: Salesman replacement for 250 watt, 30 year old Mutual Network station, located in Fox River Valley of Wisconsin. Minimum of 2 years experience required with network station. Man 25 to 35 years old preferred. Excellent income based on 17% of accounts now on the air averaging 3 to 4 thousand dollars monthly. Immediate opening. Send to Box 196A, B•T.

Radio salesman for independent in regional market. Must be experienced in selling local accounts. Send resume to Box 265A, B•T.

Must know how to sell radio in competitive market. Excellent salary plus 15% commission after reaching salary figure. This is a great opportunity with new ownership. This entire market is open to a hard-hitting salesman. Send resume plus photo to James Stock, General Manager, WGKV, Charleston, West Virginia.

Wanted, salesman under 31. Highest references required. Minimum pay above average. Write Manager, WWOD, Box 1300, Lynchburg, Virginia.

Salesmen for McLendon Stations. Fine opportunity for live-wire, aggressive men who desire chance for promotion to managerial positions. Write full details Bill Morgan, 2104 Jackson, Dallas, Texas.

Announcers

Announcer: Well known central Pennsylvania independent daylight station wants good morning man. Starting salary $100.00 per week. Station changing format to music-news operation. Box 183A, B•T.

Old established 5 kw western station needs good announcer with first ticket. Delightful climate, fishing, hunting and money. Hurry. Box 229A, B•T.

Exceptional opportunity for experienced and personable dj to take over top-morning spot. Music and news station. Must be able to deliver strong commercials. Excellent salary and talent fees. Northeastern Ohio. Substantial market. Send tape and complete resume to Box 271A, B•T.

Staff man strong on play-by-play to develop athletic program. Solid operation, one-station market. Box 295A, B•T.

Top morning man who can, and will keep audience. Send resume, tape and salary requirement. Needed immediately. Box 311A, B•T.

Wanted—deejay. Voice sharp crisp tone. Brisk midwestern delivery, snappy patter. Rhyme record titles and artists names. Read liner notes in narrator-actor style. $160 week. Box 313A, B•T.

Help Wanted—(Cont'd)

Announcers

DJ-salesman who can sell on the air and on the street to replace our man moving up to management and who made more than $9000 last year. If experienced and want to live in a beautiful country and can fill the job contact KLAD, Klamath Falls, Oregon.

KMUS, Muskogee, Oklahoma, needs 1st ticket combo man, emphasis on announcing.

Radio: If you are an experienced announcer with good voice and ideas, one with a fresh, enthusiastic style with a proven record of acceptance among adult listeners, a man with keen production and music sense and run a good board, then you're the one we want. No others need apply. Salary commensurate with ability. Fine future awaits you with solid radio-tv network station in market of over 250,000. Send picture, tape and resume including your salary requirements to Jack B. Chapman, KTSM Radio, El Paso, Texas.

Wonderful opportunity for announcers with fundamental broadcasting experience. Good working conditions, chance for advancement. Send tape, photo and resume to Radio Station WARK-CBS, Hagerstown, Maryland.

Wanted announcer, immediately, apply in person WDXN, Clarksville, Tenn.

$90.00 per week, ideal working conditions, modern station, 1,000 watt near Youngstown, O. Must be experienced. Tape, resume WFAR, Farrell, Pa.

Experienced staff announcer with top quality voice, smooth delivery. Also, experienced play-by-play man, some staff work. Top Illinois sports station. Permanent. Rush tape, resume to WGIL, Box 751, Galesburg, Illinois.

Successful midwest kilowatt has opening for general staff and news announcer. Qualifications: pleasant voice; flub-free delivery; sufficient experience to handle job in serious, professional manner. Complete resume with references, photo and tape to WMIX, Mt. Vernon, Illinois.

Successful corporation operating newspaper owned station has immediate opening for combo announcer-engineer. Must hold first phone ticket. Reliability more important than experience. Write or call collect to F. Gresso, WRSW, Warsaw, Indiana.

Immediate opening for staff announcer with experience, maturity, good taste in music, versatility. The announcer we hire will get above average pay, good working conditions, good future opportunities. Although it's not a requirement, preference will be given to a married man who likes small town life. Send 7½" tape, photo and full details to WVSC, Somerset, Pa.

And there you are. And here we are. Number one in all 4 of our markets, Kansas City, Minneapolis, New Orleans and Miami, more yet to come. Looking for bright sounding josh diskies like you just can't hardly find no more. Top pay, unlimited opportunities with America's most successful radio group. Send tape and resume to Bill Stewart—The Storz Stations, 820 Kilpatrick Building, Omaha, Nebraska.

WFAR, Farrell, Penna. Top deal for morning man.

Technical

Combo man—must have first phone some hillbilly and/or pop experience. Excellent opportunity, top company, Box 989G, B•T.

Help Wanted—(Cont'd)

Technical

Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.

Engineer-announcer with 1st class license and ability on the air. Chief engineer status open to man who can qualify. We will not razzle dazzle you and want a steady man who will stay here. California coast town of 25,000, good schools and climate. Write. If we are interested we will ask for tape later. Box 314A, B•T.

Wanted immediately, first class engineer for kilowatt daytime. Contact Charles Erhard by mail or phone 4-21381, WACB, Kittanning, Penna.

Engineer for small market 5,000 watt am station whose good with his hands as well as his head. Experience desirable but not essential. If you like challenging, creative broadcast work, contact Chief Engineer, WCOJ, Coatesville, Penna.

Opportunity for first ticket engineer-announcer. Apply Jack Owens, WEIC, Charleston, Illinois.

Combo man, first phone. Need not be best engineer-announcer but must be capable of fitting into congenial organization. Wonderful climate. Near beaches. Write or phone Alden Baker, WGAI, Elizabeth City, N. C.

To become chief with WGKV, ABC outlet in Charelston, West Virginia, fully responsible for operation and maintenance, must have car. $90 per week, plus 15% on all sales if you can sell. Will consider all replies. Send resume plus photo to James Stock, General Manager.

Wanted: Chief engineer with announcing ability. Pleasant working conditions. Send resume and tape. WJAM, Marion, Alabama.

Engineer with first class license and car for transmitter position. WIRL, Peoria, Illinois.

Chief engineer, experienced, proven engineering background for kilowatt daytimer. Salary commensurate with ability. Contact Manager, WLSI, Pikeville, Kentucky.

TV transmitter engineers for recently licensed Indianapolis television station. Transmitter building now under construction. Write today for application to WLWI, 714 Merchants Bank Building, Indianapolis 4.

Wanted immediately, experience, first phone engineer, no announcing, 5 kw, directional. Contact H. W. Jackson, CE, WMMN, Fairmont, W. Va.

Programming-Production, Others

Hi-Fi music reviewer and industry development writer for daily newspaper. Can be non-resident parttime work. Excellent proposition. Box 300A, B•T.

Top rated disc jockey with first phone needed by progressive midwest radio and tv stations where results really count. $100 per week to start. Send complete particulars including air-check to Box 307A, B•T.

Wanted for immediate opening, a combination sports and program director. Starting salary for qualified man $350 per month. Send audition tape, photo and resume to Radio Station KBMN, Bozeman, Montana.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Traffic continuity position opened at progressive California network station. Tops in market so we need top-flight woman who can handle all phases of traffic as well as write good commercial radio copy. Send complete details, all experience and references first letter to Bill Oates, KSBW, P. O. Box 1651, Salinas, California.

News reporter-announcer wanted on staff of best news station in non-metropolitan New York State. WALL, Middletown, N. Y.

Exceptional opportunity! Completing expansion to 50,000 watt operation, we have a few ground-floor openings left for first-rate office personnel of all-around ability. If you are a young woman with real know-how of station operation, preferably independent, ambitious for a real career and willing to work for it, write Personnel Director, WCAR, 500 Temple, Detroit, Michigan full details first letter.

RADIO

Situations Wanted

Management

Each step up a firm one! Experienced all phases independent operation. B.S. Radio-TV. 26. Married. Priming three years to assume managerial or assistant managerial position with right organization. Now ready. Prefer northeast station with tv affiliation. Box 275A, B•T.

ANNOUNCERS—
Need More Money?

Then, get your F.C.C. First Phone!

Add a first class F.C.C. license to your earning ability. This license is your ticket to higher pay and greater security in radio and television broadcasting. Stations are eager to hire licensed announcers as combo men.

Grantham Training

Grantham Schools, located in Washington, D. C., and Hollywood, Calif., specialize in F.C.C. license training. You are trained quickly and well. All courses begin with technical fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

Correspondence or Resident Classes

The Grantham F.C.C. License Course is available by correspondence or in resident classes. Both types of courses are offered at Washington and Hollywood. Write to either location for a free booklet describing this training.

MAIL TO SCHOOL NEAREST YOU.

Grantham Schools, Desk 12-P

821 19th Street N.W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly.

Name _____

Address _____

City _____ State _____

I am interested in:

☐ Home Study, ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Management

Manager seeking medium or metropolitan market. Nine years experience. Now assistant manager, metropolitan 5 kw independent, setting new sales, profit records. Best references: past, present employers. Box 291A, B•T.

Sales

Wanted—boss interested in clean, profitable operation, by experienced (15 years) sales-minded, idea-rich management applicant. Must be willing to give man credit for results in form of $$$$. If interested, write Box 193A, B•T.

Wanna make money? I sell. On the air as disc jockey, air personality; off the air as time salesman. Nine years experience. Am perfectly happy where I am, but would like to step up into larger market. Thirty years old. Box 236A, B•T.

I'm over 40, sold a hundred thousand last year as a salesman. Have been manager and sales-manager. I want to quarterback sales for a good station on a percentage of the gross basis. I know the business. Leaving present location with blessings of owners. Box 280A, B•T.

Announcers

Announcer, short on experience, long on ambition. Strong music, Basie to Beethoven. News, commercials, write continuity, can operate board. Box 107A, B•T.

I have fourteen years radio-television experience. I want permanent sportscasting position, minimum salary $10,000 a year. Box 180A, B•T.

Announcer and dj, presently employed at top midwestern kilowatt. Two years experience. Married and vet. Looking for opening and advancement in midwest or Florida. Box 199A, B•T.

Sportscaster-newsman. Well rounded. Successful background. 28. Degree. Well employed California. Seeking lively, aggressive firm. Radio-tv. Box 241A, B•T.

Announcer-veteran, married, college degree, one year experience, strong on sports and news. Experienced in copywriting and newswriting. Box 246A, B•T.

Top-country dj, recording personality with library and 3rd class ticket, also, tv children's show mc. Experienced, sober, reliable, references. Minimum salary $150 per five day week on a one year trial. Box 248A, B•T.

Personality dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 261A, B•T.

Girl personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 262A, B•T.

Dj, beginner. Capable, eager to please. Salary second to opportunity. Grad N.Y. radio school. Tape and resume immediate on request. Box 233A, B•T.

Experienced morning man. Lively chatter and humorous voice. Characterizations. Box 267A, B•T.

Staff announcer, local news, copywriter, five years experience. Strong on news and record shows. References. Every reply considered. Tape available. Box 269A, B•T.

Experienced first class announcer—first phone seeking San Francisco—Bay or Peninsula area top pay position. Tape will convince. Box 274A, B•T.

Young, ambitious, seeking dj position with future. Experience in production and performing. Willing to relocate. Box 273A, B•T.

Top-rated dj, presently employed, must relocate California. Experienced radio and tv. Married, sober, reliable. Box 278A, B•T.

Experienced radio announcer. Presently employed, seeks employment in either New York state, New Jersey or Pennsylvania. Willing to work hard and follow station policy. Box 282A, B•T.

Sportscaster, staff. Experienced pro-baseball, college-high sports. Smooth record show-newscast. Permanent. Family. Box 285A, B•T.

Morning showmanship for major market. Commercial, competitive, smooth style. Superb music gimmick. Box 286A, B•T.

Ticket, never used, will trade for announcing position. (No maintenance.) Box 289A, B•T.

Combo announcer-engineer. First phone. Eight years experience all phases. Steady, dependable family man. Minimum $100 forty hours. Presently employed. Box 296A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Do you need announcer for afternoon, evening, night? 1 month experience, good reference, conscientious, will travel. Box 297A, B•T.

Young announcer. Low on experience, high on potential. Single, veteran. Will relocate. Box 298A, B•T.

Wanted, job as country music disc jockey. Past experience-emcee for country music band. Young and willing to work hard. Box 302A, B•T.

Attention N. J., Conn., Pa., N. Y. Dj, three years experience, 27, single, college, radio school trained. Warm friendly style, will build audience. Contact immediately. Box 304A, B•T.

Announcer-dj. Wants chance to grow with live operation. Some experience, good potential. Willing and reliable. Married. Air check available. Box 305A, B•T.

Experienced announcer, presently employed, third class ticket. Masters Degree in Music. Married, four children. Prefer Florida but consider all offers. Box 315A, B•T.

Add an aspiring negro personality recently graduated from broadcasting school. Distinctive delivery of news, strong on commercializing, know my records, personable style of dj. Jay Berry, 4502 South Wells, Chicago 9, Illinois—Livingston 8-5021.

Announcer, single, sober, vet, white, seeks first job in radio, recent graduate SRT, jolly Santa Claus type. Howard Jones, 1086 Anna Street, Elizabeth, New Jersey.

Better than average announcer, first phone. 11 years experience announcing and sales. Sober, reliable, single, 34. No maintenance experience but eager to learn. Contact Lee Kennedy, WRRR, Rockford, Illinois. Phone 3-4227.

Technical

Engineer, 10 years am experience. Ham 27. No announcing. Permanent. Box 268A, B•T.

Engineer, no announcer. Experience in construction remore control units, maintenance two and half years. Chief engineer. Now in TV. Want to go back to my true love radio. Desire job as chief engineer in Miss., La., or east Texas. Box 270A, B•T.

First class engineer, experienced all phases, some announcing, presently employed, must relocate California. Radio or tv acceptable. Married, reliable, sober. Box 277A, B•T.

Engineer, experienced small station chief. Located in south. Move anywhere. Box 283A, B•T.

Transmitter engineer, 1st phone, experienced, wants permanent position in Indiana. William Blum, 801 S. Anita, Bloomington, Indiana. Phone 2-3132.

Programming-Production, Others

Young woman, 38, seven years program continuity, typing, shorthand, third ticket. Desire upper midwest. Box 200A, B•T.

Program director, 20-year vet, has music and news format that will boost those sagging ratings. Proven plan for today's progressive station. Box 247A, B•T.

Imaginative, production-minded deejay, seven years experience in every type operation imaginable. Originator of program format now in use by major network, guarantee my show will attract attention among adult listeners. Can punch copy or soft-sell. Capable news reader. Will not work for shoe-string operation; state salary. Box 270A, B•T.

Have one hundred thousand dollar collection classical recordings. Want permanent connection fm or good music radio station where recordings knowledge music usable. Box 276A, B•T.

Program director-announcer. Experienced all phases local operation. Good sportscaster. Handle news, discs, traffic. Family, 28. Box 284A, B•T.

Experienced copywriter-announcer available. If interested, contact R. C. Koeppen, 107 W. 146th, Chicago 27, Illinois.

TELEVISION

Help Wanted

New, dynamic, metropolitan market tv station on air this fall. Requires experienced operations manager, sales promotion-merchandising manager, sports announcer-producer, film editor, maintenance engineer, copywriter. Top organization, attractive north eastern market, full major network schedule. Best facilities, equipment, full power operation. Exceptional benefits, including company paid retirement plan. Rush complete resume, in confidence, to Box 309A, B•T.

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

National tv sales manager for two-stations—central U. S. Fast moving operations. Excellent salary, unlimited potential. Send full details to Box 308A, B•T.

Technical

Television engineers. First class license required. State experience, prefer 1 or more years experience, education. Benefits: paid vacation, life insurance, plus a good place to increase your knowledge of tv. Salary dependent upon experience. South Florida location. Box 186A, B•T.

Expanding maximum power NBC-TV affiliate with new CP for satellite needs engineers—studio & transmitter. Wonderful chance for advancement. Contact: Chief Engineer, KCKT-TV, Great Bend, Kansas.

First phone engineer. Salary dependent on experience. Contact Chief Engineer, WTVD-TV, Durham, N. C.

TELEVISION

Situations Wanted

Management

Operation manager. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 292A, B•T.

Sales manager or assistant manager. 34 years old. Seven years radio experience, plus 3½ years in tv sales in very competitive market. Excellent references. Looking forward to manager's office in five years. For particulars write Box 310A, B•T.

Announcers

Hard worker—announcer-director, ten years experience. Excellent performance record, best references. Box 254A, B•T.

Technical

TV studio engineer, first phone. Four years experience include two as studio supervisor, two years video projection, and master control. Interested California and southwest, but will consider opportunity anywhere. Box 279A, B•T.

Programming-Production, Others

Ready to go to work. TV director. Able to handle one or all phases control. 4 years experience. Best references. Box 211A, B•T.

Production man-announcer, thoroughly experienced. Know tv operations. Available July 1. Box 255A, B•T.

Ambitious director. Presently employed. 8 years combined radio-tv. References. Box 266A, B•T.

Production manager, presently employed in medium market. Have much to offer progressive station interested in production. Imaginative, inventive, sales and economy minded. Solid working background all phases studio and remote. 31, married, children. College. Excellent references. West or mid-west preferred. Box 281A, B•T.

Program director. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 293A, B•T.

Production assistant—5½ years experience. Radio/tv. Available 7/15/57. N.Y.C./Boston only. Box 303A, B•T.

FOR SALE

Stations

250 watt daytimer in small southern market. By owners. No brokers. Box 177A, B•T.

$80,000 will give you 60% of good income tv/radio operation, vhf, southwest, major network, $50,000 cash, balance on good terms. Please identify yourself fully. Box 299A, B•T.

Gulf coast fulltime station in small metropolitan market. Well diversified with industry and playgrounds. $150,000. 29% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Kentucky-Virginia vicinity, small market station. Reasonable return on investment for owner-operator. $60,000 price includes accounts receivable. Some terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Carolina single station market rich agriculture and light industry purchasable at annual gross business volume, $50,000. Short drive to coastal playgrounds, fresh and salt water fishing areas, nationally famous golf courses. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Southern major market network station. Operating at a profit. Responsible purchasers may buy, $50,000 down and $25,000 per year, 5 years plus interest. Details in confidence. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Transmission line—1300 feet Andrews T452, 51.5 ohm, 3⅛ inch tv line. Boxed, point of pickup price $3.00 per foot. I. V. McDaniel, C. E., KCRG-TV, Cedar Rapids, Iowa.

Surplus RCA equipment. AA4194B. Monitor amplifier. 40-C general purpose amplifier. 41-B microphone per-amplifier. 46A mixing panel. Make offer. KFRO, Longview, Texas.

Complete RCA Vidicon film chain type TK-21A and dual-disc slide projector type TP-3C like new. Price 75% of cost or will consider best offer. Vidicon available immediately, slide projector by July 15th. Equipment being replaced by 3-V color system. Write T. Frank Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

For sale—Conelrad unit. Half price, $60. Excellent condition. Professional model, FCC approved. Complete with clock, meter. WAND, Canton, Ohio.

7,000 megacycle Raytheon micro-wave length audio and video. Good condition, capable of handling color. Reasonably priced, immediately available. Contact WCHA, Sam Booth, Chambersburg, Penna., Colony 47121.

For sale, 420 ft. 3⅛" coax originally manufactured by Communications Products Company. In good condition. $1.50 ft., F.O.B. Elkhart. WCMR Radio Station, Elkhart, Indiana. Phone 3-4567.

3 kw Rel fm transmitter, model 703—Hewlett-Packard fm monitor, model 335B. In excellent condition. $2,200 F.O.B. Charleston. Contact James Stock, WGKV, Charleston, West Virginia.

For sale—RCA-UHF type TTU1B—1 kw. 23 channel transmitter. Filterplexer to match. Good condition. WMSL-TV, Decatur, Alabama.

Have available immediately in Chicago, one complete DuMont model 124 camera chain, portable sync generator, compliment of lenses, friction head, head sets, and dolly. Excellent condition. Asking $6,000.00. Contact John Birrel at Capital 3-7248 or 2118 N. W. Overton, Portland, Oregon.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

3 kw Federal Telephone fm transmitter with accompanying co-ax, antenna and monitors—$3500.00—C. L. Graham, Gadsden, Alabama—phone Liberty 6-1614.

BUYING-SELLING; THE HYPHEN IS A NEGOTIATOR'S RESPONSIBILITY

When a station owner wants to sell, there are several courses open.

FIRST—he can try to find a buyer himself.

SECOND—he can list his property with a broker on an exclusive basis.

THIRD—he can call in one or more brokers or negotiators for assistance.

The third course is the logical one, because selling is a highly competitive business, as every broadcaster knows.

There aren't any exclusive buyers, and sellers likewise should operate in a free market.

For best results, call in folks who make it their business to know qualified buyers looking for all types and sizes of properties.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON
1625 Eye Street, N.W. National 8-1990

NEW YORK
60 East 42nd Street Murray Hill 7-4242

CHICAGO
35 East Wacker Drive Randolph 6-6760

FOR SALE—(Cont'd)

Equipment

For sale: Stencil Hoffman Tape Recorder with 2 glass enclosed racks and panels, RCA disc recorder with recording amplifier and vacuum cleaner, and 24 pair jack-strip. All used, although we have never used it ourselves, and in excellent condition. Can be seen in Hollywood at 1440 North Highland. Contact Northwest Schools, either at 1221 N.W. 21st, Portland, Oregon, phone CA 3-7246, or Vickie Selmier in Hollywood, phone HO 4-7822.

WANTED TO BUY

Stations

Stations wanted. Private, independent service. Ralph Erwin, Broker. 1443 South Trenton. Tulsa, Oklahoma.

Equipment

FM transmitter: 250, 1000, 3000, or 10,000 watt. Prefer GE or RCA. Box 290A, B•T.

One or three kilowatt fm transmitter, monitor, co-ax (1⅝"). Box 218A, B•T.

Wanted to buy 3 kw or 10 kw fm transmitter. Also want fm monitor, other fm accessories. Reply Box 220A, B•T.

Wanted: Will buy a 12 kw uhf transmitter and amplifier. Box 264 A, B•T.

FM transmitter, 0.25 kw, G.E. BT-1-A, and monitor, BM-1-A, or Raytheon, RCA etc. equiv. Box 272A, B•T.

Wanted—RCA or GE 3 kw or 10 kw fm transmitter. Also, monitors, antenna, coupler and transmission line. Box 312A, B•T.

Tape recorder—rack mount console, no has-beens, state model, age. PIO, University of Detroit, Detroit 21.

INSTRUCTION

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone **FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.**

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

BUSINESS OPPORTUNITY

Man or woman with dynamic sales and promotional ability can earn $20,000 yearly or more on radio stations in progressive area. Give experience, references. Box 301A, B•T.

TELEVISION

Help Wanted

IMMEDIATE OPENINGS

WAVY-TV

CHANNEL 10

TIDEWATER, VIRGINIA

HAS NEED OF STAFF IN THE FOLLOWING CATEGORIES:

SALES

TRANSMITTER AND STUDIO ENGINEERS

ANNOUNCER-DIRECTORS

TRAFFIC

CONTINUITY

FILM EDITORS AND PHOTO LAB

THIS IS THE 27th LARGEST MARKET IN THE UNITED STATES. ITS LOCATION ON WORLD'S GREATEST HARBOR MAKES FOR INTERESTING LIVING. REPLY STATING SALARY AND REFERENCES TO WAVY, 709 BOUSH STREET, NORFOLK, VIRGINIA.

TELEVISION

Help Wanted—(Cont'd)

Technical

TV ENGINEER

NEEDED: Experienced Studio Supervisor or Ass't Chief Engineer. Must have supervisory and maintenance experience including microwave and 1st Class License.

Top wages, excellent vacation and benefit plans. Outstanding seasonal outdoor sports nearby. Wonderful city for a family man. Position open now in Intermountain area's number one station for a responsible aggressive person. Prefer older man. Send complete resume and photo to Box 287A, B•T.

RADIO

Help Wanted

Announcers

Immediate opening qualified personality deejay and air salesman. Pleasant Florida regional independent operation, salary commensurate ability and experience, percentage, override on commercial contents of shows handled. Only showman need apply. Rush tape, background requirements Box 223A, B•T.

FOR SALE

Stations

TENNESSEE

Full time regional station in growth market. $87,500. Terms.

PAUL H. CHAPMAN COMPANY

Station Brokers

84 Peachtree • Atlanta

FOR SALE

Equipment

800-Foot Tower Available Shortly

Stainless—40 LB.

Also GE TY25A—Antenna

CONTACT R. M. PIERCE

WANE-TV—FORT WAYNE, IND.

TAPE RECORDERS

All Professional Makes

New—Used—Trades

Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.

4405 W. North Avenue

Milwaukee 8, Wisc.

Hilltop 4-2715

America's Tape Recorder Specialists

WANTED TO BUY

Stations

I WANT

A Radio Station in a large metropolitan market. Substantial cash available for right property. High net not prime consideration, but price tag should make business sense. Replies from principals only considered. Strict confidence respected. No brokers please. Box 316A, B•T.

TOP PEOPLE IN TELEVISION ALL SECTIONS OF COUNTRY

TV Experienced Eager, Willing To Learn To Do Things The Way You Want Them

These people have just finished their training under the direction of TV professionals in Portland.

Northwest people are well-grounded in the practical aspects of TV production, but still anxious to learn *your* station's way of doing things. For TOP TV People, call Northwest First.

NORTHWEST

Television – Radio Division

SCHOOLS

HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504

Miscellaneous

We are anxious to locate one Jules Pascal or any of his associates in the station promotion field. We have been unable to reach him at the Miami Beach, Florida, address given us.

WCYB, Bristol, Virginia

Employment Service

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

ANNOUNCEMENT

GTC ACTS AS

LOCAL SALES REPRESENTATIVES
ORIGINATES NEW ACCOUNTS
INCREASES CASH RECEIVABLES

PURCHASES STATIONS FOR THEIR OWN ACCOUNT
ARRANGES MERGERS
LONG TERM FINANCING

GAY THEATRE CO., 400 QUINCY STREET
FAIRMONT, W. VA., Telephone 8000

FOR SALE

1 only TOWER IDECO, 576 feet, 40# wind loading, guyed and insulated TV tower. This tower was installed in August 1954. It has supported an RCA TF-12BH antenna during this time. All guy lines are broken up with Lapp insulators for 1/8 wave at 950 kc. Tower includes Crouse-Hinds type A-4 tower lighting system. All conduit for wiring. Also has conduit and wiring for 3 phase antenna de-icer circuit. Galvanized throughout. Tower is constructed in 20 foot welded sections each 5½ feet across face. Has inside climbing ladder and brackets for hanging two 3⅛" copper coaxial lines. All are in good shape and to re-erect would require only new anchors and a modification of the lowest part of each guy line. All guy lines are of pre-stressed construction, made of Bethlehem Steel Bridge strand. Tower must be taken down by August 1, 1957. Original cost of tower alone $42,300.00.

Price of tower if taken down by buyer—$8,250.00
Price of tower if taken down by owner—$16,500.00

Address all inquiries to Technical Director, WCHS-TV, 1111 Virginia Street, East, Charleston, West Virginia.

BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name _____ title/position _____

company name _____

address _____

city _____ zone _____ state _____

Please send to home address — —

FOR THE RECORD CONTINUED

continues from Page 84

KGLO-TV Mason City, Iowa—Petition requesting amendment of sec. 3.606 by instituting rule making so as to assign ch. 12 to Estherville, Iowa.

PETITION FOR RULE MAKING DISMISSED

Cortez Chamber of Commerce Cortez, Colo.—Request for amendment of sec. 3.606 by issuance of rule making so as to add ch. 12 to Cortez, Colorado. Dismissed by letter at request of applicant 5-22-57.

Routine Roundup

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of June 21

KROK Malvern, Ark.—Granted license covering change in frequency, ant.-trans. and studio location and changes in ant.

WSLS Roanoke, Va.—Granted license covering increase in daytime power, changes in daytime DA pattern.

KBRO Bremerton, Wash.—Granted cp to move ant. approximately 0.1 mile south of present location and make changes in ant. system (increase height), install new trans.

WINR-TV Binghamton, N. Y.—Granted mod. of cp to change ERP to vis. 575 kw (DA), aur. 288 kw (DA), ant. height to 630 ft., and change antenna system.

The following were granted extensions of completion dates as shown: **WPCF Panama City, Fla.**, to 8-20; **WELO Tupelo, Miss.**, to 10-18; **KSTN Stockton, Calif.**, to 10-31; **KUOM Minneapolis, Minn.**, to 9-1; **KBBC Centerville, Utah**, 10-1.

Actions of June 20

WGAU-FM Athens, Ga.—Granted cp to change frequency to 102.5 mc, and make changes in ant. system; antenna 260 ft.

The following were granted extensions of completion dates as shown: **WJDM Panama City, Fla.**, to 9-20; **KOVR Stockton, Calif.**, to 1-8-58; **WFIE-TV Evansville, Ind.**, to 7-31; **WNEM-TV Bay City, Mich.**, to 9-15; **WYES New Orleans, La.**, to 1-18-58; **KNAC-TV Fort Smith, Ark.**, to 12-18; **WYZZ Wilkes-Barre, Pa.**, to 9-8; **KSAY San Francisco, Calif.**, to 8-1.

Actions of June 19

KOVR (TV) Stockton, Calif.—Granted license for tv broadcast station.

KURA Moab, Utah—Granted mod. of cp to change ant.-trans. and studio location, change type trans. and make changes in ant. system.

KONK Shelton, Wash.—Granted mod. of cp to change ant.-trans. location and type trans.

The following were granted extensions of completion dates as shown: **KELP-TV El Paso, Tex.**, to 1-1-58; **WISK St. Paul, Minn.**, to 9-24; **KSEM Moses Lake, Wash.**, to 9-11; **WJJC Commerce, Ga.**, to 9-17.

Actions of June 18

KUTY Palmdale, Calif.—Granted mod. of cp to change ant.-trans. location, change type trans., make changes in ant. (increase height).

KTLQ Tahlequah, Okla.—Granted mod. of cp to change name to Tahlequah Broadcasting Co.

The following were granted extensions of completion dates as shown: **KSD-TV St. Louis, Mo.**, to 12-20; **KOOS Coos Bay, Ore.**, to 11-1; **KAVL Lancaster, Calif.**, to 10-5; **KRSI Hopkins-Edina-St. Louis Park, Minn.**, to 9-3

Actions of June 17

WKRG-TV Mobile, Ala.—Granted mod. of cp to change trans. location, make changes in ant. system; ERP vis. 10 kw, aur. 50 kw; ant. 1054 ft.

WALB-TV Albany, Ga.—Granted mod. of cp to change ERP to vis. 91.2 kw, aur. 45.7 kw, correct geographic coordinates (not a move), install new ant. system and change ant. height above terrain to 390 ft.

WPTT (TV) Augusta, Maine—Granted extension of completion date to 11-1.

WICC-TV Bridgeport, Conn.—Granted extension of completion date to 9-14.

UPCOMING

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

August

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention, San Francisco.

WGN Prepares Presentation On Its Radio Week Contest

WHY do people like radio? How do they feel about a medium that was prematurely buried a few years ago?

WGN Chicago decided to find out anew during National Radio Week May 5-11 by conducting a "Why I Like Radio" contest. The station engaged in an extensive promotion campaign involving several corollary activities which are summarized in a presentation to be submitted to Radio Advertising Bureau during the next few weeks.

The campaign included on-the-air promotion, displays, special broadcasts and features (i.e., guest disc jockeys) and luncheons, plus the contest which drew thousands of entries.

Several of the contestants put their reasons in rhyme or in graphic prose. Following are a few of the entries:

- "It's like having a finger on the pulse of the world."
- "Makes housework hum instead of humdrum."
- "It's as certain as yesterday, as current as today, as progressive as tomorrow."
- ". . . Alive and alert, informative and entertaining, heart beat of the world in my home, radio is my 'finger-tip-friend.' "

The first place winner received a portable radio and $100 savings bond, with four others receiving radios and record albums.

WPGC Disc Jockey 'Arrested'

IN ORDER to promote the local Policemen's Ball, Gene Winters, WPGC Morningside, Md., disc jockey, arranged to be locked up by police in that county. He was arrested and plans to stay in jail until 250 of his listeners have bought tickets to the ball. While he was doing his show, *Let's Talk It Over,* on WPGC, two policemen arrived on the scene and read a warrant for Mr. Winters' arrest over the air. The gag was reportedly carried off so well that listeners called the station and police headquarters demanding explanations. Instead, the callers were given sales talks encouraging them to go to police headquarters and buy tickets, which cost two dollars each.

Summer Selling Promoted

WBZ-TV Boston is distributing a key chain to advertisers which promotes summer selling. The chain, which says "Summer selling's easy . . . go Bee Zee," is accompanied by a card which states, "You'll find . . . the key to your summer sales campaign in the New England market on WBZ-TV, now delivering 1,507,149 tv homes."

KHVH-TV Begins Colorcasting

KHVH-TV Honolulu is broadcasting two to three hours a day of color programs, the first colorcasting to be done in Hawaii, according to Duncan A. Scott, West Coast representative of the Kaiser Hawaiian stations KHVH-AM-TV. Much of the color program material comes from the more than $2 million worth of films purchased for KHVH-TV, Mr. Scott said, reporting that the station has the complete libraries of MGM and Warner Bros. feature films, many of them in color, as well as the Warner cartoon film library, all in color. These libraries give the station enough feature films to last three years without any repeat telecasts, he stated.

NTA Film Network Day

IN Columbus, Ohio, yesterday (Sunday) was proclaimed NTA Film Network Day by Mayor Maynard E. Sensenbrenner. The proclamation was issued in recognition of the "high standards of film programming which WTVN-TV Columbus has maintained through its affiliation with the NTA Film Network."

Stereophonic Broadcasts Presented

WMBR and WPDQ Jacksonville, Fla., report that they celebrated their own radio week on June 17-21 when they presented a special stereophonic sound broadcast simultaneously. Local radio dealers and distributors put up the money to buy the time plugging radio and boosted the programming idea in their own promotional campaigns. The programs were on tape with announcers from each station cutting in on each other to present various segments of the broadcasts. For example, an announcer from WMBR would give the weather and then a WPDQ announcer reported the news. Stations report that special effects to "emphasize the hi-fi quality of the stereophonic sound were also utilized during the program."

WITH the dedication of its new radio color tower, WBT Charlotte has advanced another step in its assault on new electronic frontiers. Forsaking steel and chromium trappings for Tarheel ingenuity, WBT was able to adapt an old windmill as its radio color transmitter. The equipment and site were donated by a listener after he heard disc jockey Owen Spann (mounting tower) announce plans for broadcasting fights in black and blue, royal broadcasts in purple and hillbilly music in tobacco brown. Charlotte Mayor Jim Smith (right) officially dedicates the new gear as local newspaper reporters cover the event.

KBET-TV Promotes MGM Films

A cocktail party was sponsored June 12 by KBET-TV Sacramento, Calif., to promote the station's new MGM film package. Models were used to display the original costumes used in five of the films and three-color brochures were distributed, playing up the station's twin markets, plus the titles and stars of the films in the new package. Guests were given bags of popcorn imprinted with "MGM-KBET" and were then shown a twenty-minute film that included scenes from some of the hits in the new package. Over 200 agency people, advertisers and newspapermen reportedly were present at the affair.

Motorola's 'Sports-for-Youth'

MOTOROLA Inc. has announced a plan for bringing the coveted Davis Cup of tennis back to America, as part of its Sports-For-Youth program. The firm has enlisted the services of Billy Talbert, U. S. cup team captain, to counsel youth in an advisory capacity. Sparked by Robert W. Galvin, Motorola president, the plan calls for co-sponsorship of the U. S. Junior Chamber of Commerce fourth annual nationwide tennis tournaments in Santa Monica, culminating with the finals Aug. 6. Mr. Talbert will visit state tournaments to encourage teenagers who show unusual promise.

ABC-TV Plugs Videotape

ABC-TV has sent advertising agency executives throughout the country a promotion piece, to which it attached a piece of Videotape, along with an explanation of how it works. The brochure makes the point that since ABC-TV installed three Ampex television recorders at its studio in Chicago on April 28, the network is in a position to facilitate Daylight Saving Time rebroadcasts and permit them to be carried in the same period during the summer as in the remainder of the year.

Stations Send Guests Scurrying

WNBC and WKNB Hartford conducted a giveaway contest which reportedly sent 200 guests scrambling around the grounds of the Hartford Advertising Club. Sets of eight matchbooks with different messages on the covers were printed by the stations and guests had to find them. When they arrived, guests were given a set of four, but the rest of the matchbooks were dropped to the ground from a plane. The first to complete the set won an RCA tv set and the second one to find them, won a portable RCA radio.

KBIG Goes to Catalina

KBIG Avalon, Catalina, Calif., celebrated its fifth anniversary uniquely and appropriately by chartering a 119-ft. ocean-going yacht, *S. S. Hyding,* and taking groups of clients and agencies who have done business with the station on one-day cruises to Catalina Island. Eight cruises of about 50 people each were held over a two-week period.

B·T TELESTATUS

A QUARTERLY SITUATION REPORT ON PRESENT AND PLANNED TV STATIONS
Published in first issue of each quarter

July 1957

Total U. S. Stations on Air: 500
(Commercial: 477; Educational: 23)
Total Cities with Tv Stations: 317
Total Tv Homes: 38,700,000
(B·T Estimate as of Jan. 1, 1957)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, and station's highest one-time hourly rate.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
► **WAIQ (*2)**
BIRMINGHAM—
► **WABT (13)** NBC, ABC; Harrington, Righter, Parsons; N, LF, LS; $800
► **WBIQ (*10)**
► **WBRC-TV (6)** CBS; Katz; N; $850
WBMG (42) 11/29/56-Unknown
DECATUR—
► **WMSL-TV (23) NBC, CBS, ABC;** McGillvra; N; $150
DOTHAN—
► WTVY (9) CBS, ABC; Young; N; $150
FLORENCE—
WOWL-TV (41) 1/30/57-September; Rambeau
MOBILE—
► WALA-TV (10) NBC, ABC; H-R; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; N; $450
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Young, N; $200
► WSFA-TV (12) NBC, ABC; Katz; N; $450
MUNFORD†—
► **WTIQ (*7)**
SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

FLAGSTAFF—
KOLF-TV (9) 5/29/56-Unknown
MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; N; $550
► KPHO-TV (5) Katz; N; $450
► KTVK (3) ABC; Weed; N, LF, LS; $400
TUCSON—
► KGUN-TV (9) ABC; Headley-Reed; N, LF, LS; $300
► KOLD-TV (13) CBS; Hollingbery; $300
► KVOA-TV (4) NBC; Branham; N; $300
YUMA—
► KIVA (11) CBS, NBC, ABC; Raymer; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC; (ABC, CBS per program basis); O'Connell; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC; Pearson; $200
► KNAC-TV (5) CBS; H-R; $250
HOT SPRINGS—
KSPS (9) 2/16/56-Unknown
JONESBORO†—
KBTM-TV (4) 1/12/55-Unknown (Satellite of KATV Pine Bluff)
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; N; $450
► KTHV (11) CBS; Branham; N; $450
► **KATV (7) (See Pine Bluff)**
PINE BLUFF—
► KATV (7) ABC; Avery-Knodel; N; $450
TEXARKANA—
► **KCMC-TV (6) (See Texarkana, Tex.)**

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) CBS, ABC; Weed; $350
► KERO-TV (10) NBC; Petry; N; $500
BERKELEY (SAN FRANCISCO)—
► **KQED (*9)**
CHICO—
► KHSL-TV (12) CBS, ABC; Avery-Knodel; N; $250
EUREKA
► KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; $250
KHUM-TV (13) 1/16/56-Unknown
FRESNO—
► KFRE-TV (12) CBS; Blair; N, LF, LS; $650
► KJEO (47) ABC; Branham; N, LL, LS; $500
► KMJ-TV (24) NBC; Raymer; N, LF, LS; $550
► **KVVG (27) (See Tulare, Calif.)**
KBID-TV (53) See footnote
LOS ANGELES
► KABC-TV (7) ABC; Katz; $2,600
► KCOP (13) Petry; $1,250
► KHJ-TV (9) H-R; N; $1,750
► KNXT (2) CBS; CBS Spot Sls.; N, LS, LF, LL; $3,500
► KRCA (4) NBC; NBC Spot Sls.; N, LL, LS, LF; $3,600
► KTLA (5) Raymer; N, LS, LF, LL; $1,500
► KTTV (11) Blair; $2,000
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
OAKLAND (SAN FRANCISCO)—
Channel Two Inc. (2) Initial Decision 6/20/56
REDDING—
► KVIP (7) NBC, ABC; Hollingbery; N; $225
SACRAMENTO
► KBET-TV (10) CBS; H-R; N, LF, LS; $850
► KCRA-TV (3) NBC; Petry; N, LF, LS; $800
KGMS-TV (46) 3/2/56-Unknown
KCCC-TV (40) (See footnote)
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; N; $425
SAN DIEGO—
► KFMB-TV (8) CBS; Petry; N; $900
► KFSD-TV (10) NBC; Katz; N; $850
SAN FRANCISCO—
► KGO-TV (7) ABC; Blair; $1,700
► KPIX-TV (5) CBS; Katz; N, LF, LS; $1,700
► **KRON-TV (4) NBC; Peters, Griffin, Woodward;** N, LL, LF, LS; $1,700
► KSAN-TV (32) Stars National; $115
KBAY-TV (20) 3/11/53-Unknown
KPRT (26) 12/20/56-Unknown
SAN JOSE†—
► KNTV (11) ABC, CBS, NBC; Weed; $250
SAN LUIS OBISPO—
► KSBY-TV (6) ABC, CBS; H-R; $200
SANTA BARBARA—
► **KEYT (3) NBC, ABC, CBS;** Hollingbery; $450
STOCKTON†—
► KOVR (13) ABC, CBS; Hollingbery; $650
TULARE—
► KVVG (27) Bernard; $325

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; $250
► KRDO-TV (13) NBC; Pearson; $175
DENVER—
► **KBTV (9) ABC; Peters, Griffin, Woodward;** N; $650
► KLZ-TV (7) CBS; Katz; N; $750
► KOA-TV (4) NBC; NBC Spot Sls.; N; $750
► **KRMA-TV (*6)**
► KTVR (2) Blair Tv Assoc.; $500
GRAND JUNCTION†—
► KREX-TV (5) NBC, CBS, ABC; Holman; $120
MONTROSE—
► **KFXJ-TV (10) (Satellite of KREX-TV)**
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; $155

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC; Young; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WHCT (18) CBS; CBS Spot Sls.; $650
WCHF (*24) 1/29/53-Unknown
WTIC-TV (3) 7/25/56-September

Beginning with this report, TELESTATUS and Comparative Network Showsheets for radio and television will appear quarterly, in the first issues of January, April, July and October.
THE EDITORS

NEW BRITAIN—
► WNBC (30) NBC; NBC Spot Sales; N; $600
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; $200

DELAWARE

WILMINGTON—
► WPFH (12) Katz; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► **WMAL-TV (7) ABC; H-R; $1,200**
► WRC-TV (4) NBC; NBC Spot Sls.; N; $1,750
► WTOP-TV (9) CBS; CBS Spot Sls.; N, LF, LS; $1,800
► WTTG (5) Weed; $720
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
► WESH-TV (2) Petry; N; $200
FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; $500
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) NBC, ABC; Petry; N; $300
► **WMBR-TV (4) CBS, ABC; CBS Spot Sls.;** N; $850
WJCT (*7) 2/28/57-October
WFGA-TV (12) 8/31/56-Unknown
WQIK-TV (30) 8/12/53—Unknown
MIAMI—
► WCKT (7) NBC; NBC Spot Sls.; N, LF, LS; $950
► **WTHS-TV (*2)**
► **WTVJ (4) CBS; Peters, Griffin, Woodward;** N, LL, LF, LS; $1,000
► **WITV (17) See Fort Lauderdale**
WMFL (33) 12/9/53-Unknown
WPST-TV (10) 2/8/57-August; ABC; H-R; N; $825
WGBS-TV (23) (See footnote)
ORLANDO—
► **WDBO-TV (6) CBS, ABC, NBC; Blair Tv Assoc.;** N; $450
WEAL-TV (18) 9/21/55-Unknown
WLOF-TV (9) 6/7/57-Unknown
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; N; $300
WPFA-TV (15) See footnote
ST. PETERSBURG—
► WSUN-TV (38) ABC; Venard; $400
TALLAHASSEE—
► **WCTV (6) See Thomasville, Ga.**
TAMPA—
► WFLA-TV (8) NBC; Blair; N, LF, LS; $850
► WTVT (13) CBS; Katz; N, LF, LS; $850
WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; Venard; $250
► WPTV (5) NBC, CBS; Blair Tv Assoc.; N; $275

GEORGIA

ALBANY†—
► WALB-TV (10) NBC, ABC; Venard; $250
ATHENS†—
WGTV (*8) 9/5/56-November
ATLANTA—
► WAGA-TV (5) CBS; Katz; N, LS, LF; $1,000
► WLWA (11) ABC; Crosley; N; $900
► WSB-TV (2) NBC; Petry; N, LS, LF; $1,000
WETV (*30) 3/21/56-Unknown
WATL-TV (36) See footnote
AUGUSTA—
► WJBF (6) ABC, NBC; Hollingbery; N; $350
► WRDW-TV (12) CBS; Branham; $350
COLUMBUS—
► WRBL-TV (4) CBS, ABC; Hollingbery; N; $400
► WTVM (28) NBC; Headley-Reed; N; $300
MACON—
► **WMAZ-TV (13) CBS, ABC; NBC** (per program basis); Avery-Knodel; N; $360
SAVANNAH—
► **WSAV-TV (3) NBC, ABC;** Blair Tv Assoc.; N; $275

B·T TELESTATUS

► WTOC-TV (11) CBS, ABC; Avery-Knodel; N; $300

THOMASVILLE—
► WCTV (6) NBC, CBS, ABC; Blair Tv Assoc.; $300

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; $250
► KIDO-TV (7) ABC, NBC; Blair Tv Assoc.; N; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; $225

LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; $150 (satellite of KIMA-TV Yakima, Wash.)

POCATELLO†—
KSEI-TV (6) 4/25/56-Unknown

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; $175
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
WBLN (15) See footnote

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; N; $900

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; N; $3,900
► WBKB (7) ABC; Blair; $2,400
► WGN-TV (9) Petry; N, LL, LF, LS; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; $150

DECATUR—
► WTVP (17) ABC; Gill-Perna; $350

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC, NBC; Walker; $150

LASALLE
WEEQ-TV (35) 2/13/57-Unknown (satellite of WEEK-TV Peoria)

PEKIN—
WPKN (69) 2/13/57-Unknown

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; N; $475
► WTVH (19) CBS, ABC; Petry; N; $550
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) NBC, ABC; Young; N; $350
► KHQA-TV (7) See Hannibal, Mo.

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; N; $800

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; N, LF, LS; $450
► WTVO (39) NBC; Headley-Reed; N; $300

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; $250
WMAY-TV (2) 6/27/56 (Ordered to show cause why station should not operate on ch. 36).

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC; Meeker; N; $1,000

ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; $300

EVANSVILLE—
► WFIE-TV (14) NBC; Venard; N; $350
► WEHT (50) See Henderson, Ky.
► WTVW (7) ABC; Hollingbery; N, LF, LS; $350

FORT WAYNE—
► WANE-TV (15) CBS, ABC; Petry; N; $400
► WKJG-TV (33) NBC; Raymer; N; $450

HATFIELD—
WVSJ-TV (9) Initial Decision-2/18/57

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; N, LL, LF, LS; $1,200
► WISH-TV (8) CBS; Bolling; N, LF, LS; $1,300
► WTTV (4) See Bloomington
WLWI (13) 3/8/57-September; ABC; Crosley

LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau; N; $200

MUNCIE—
► WLBC-TV (49) NBC, ABC, CBS; Holman; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

ROANOKE—
WPTA (21) 9/6/56-August; Meeker

SOUTH BEND (ELKHART)—
► WNDU-TV (46) NBC; Petry; N; $500
► WSBT-TV (34) CBS; Raymer; N; $500

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; N; $500

IOWA

AMES—
► WOI-TV (5) ABC; Weed; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Weed; N; $425
► WMT-TV (2) CBS; Katz; N; $625

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; N, LF, LS; $700
KDPS-TV (11*) 12/12/56-Unknown
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC, CBS; Pearson; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; $350

OTTUMWA—
► KTVO (3) See Kirksville, Mo.

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; N; $350
► KVTV (9) CBS, ABC; Katz; N; $425

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; N; $625

KANSAS

ENSIGN—
KTVC (6) 1/25/56-July; ABC, CBS; $100 (satellite of KAKE-TV Wichita)

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GARDEN CITY—
Central Kansas Tv Inc. (11) 6/14/57-Unknown; (satellite of KCKT Great Bend)

GREAT BEND—
► KCKT (2) NBC, ABC; Bolling; N, LS; $250

HAYS—
KAYS-TV (7) 5/29/57-Unknown

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; N; $575
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; N; $360

TOPEKA—
► WIBW-TV (13) CBS, ABC; Avery-Knodel; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; N; $600
► KARD-TV (3) NBC; Petry; N, LL, LF, LS; $650
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WALN-TV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; N; $400

LEXINGTON—
► WLEX-TV (18) NBC, ABC, CBS; Bolling; N; $218.50
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons; N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

PADUCAH†—
► WPSD-TV (6) NBC; Pearson; $400

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Blair Tv Assoc.; $250

NEW TV STATIONS

THE following tv stations started regular programming within the past two months:

WLBR-TV (ch. 15) Lebanon, Pa.; WPSD-TV (ch. 6) Paducah, Ky.; KBTX-TV (ch. 3) Bryan, Tex.; KHVH-TV (ch. 13) Honolulu, T. H., and CJOX-TV (ch. 10) Argentia, Nfld.

► WBRZ (2) NBC, ABC; Hollingbery; N; $300
WCNS (40) 7/19/56-September

LAFAYETTE—
► KLFY-TV (10) CBS; Young; N; $250

LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; $250
► KTAG (25) CBS; Raymer; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; N; $400
KLSE (*13) 12/14/56-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; N, LF, LS; $900
► WJMR-TV (20) CBS, ABC; Weed; N; $300
► WYES (*8)
WCKG (26) 4/2/53-Unknown; Gill-Perna
WWEZ-TV (32) 9/26/56-Unknown
WWL-TV (4) 7/13/56-August; CBS; Katz

SHREVEPORT—
► KSLA-TV (12) CBS, ABC; Raymer; N; $500
► KTBS-TV (3) NBC, ABC; Petry; N; $500

MAINE

AUGUSTA—
WPTT (10) 11/14/56-Unknown

BANGOR—
► WABI-TV (5) NBC, ABC; Hollingbery; N; $325
► WTWO (2) CBS; Venard; $300

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; N; $500
► WGAN-TV (13) CBS; Avery-Knodel; N; $400

PRESQUE ISLE—
► WAGM-TV (8) CBS; Venard; $150

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Blair Tv; N; $1,275
► WBAL-TV (11) NBC; Petry; N, LL, LS, LF; $1,500
► WMAR-TV (2) CBS; Katz; N, LF, LS; $1,500
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY—
► WBOC-TV (16) ABC, CBS; Headley-Reed; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; N, LS, LF; $2,400
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; N; $3,000
► WMUR-TV (9) (See Manchester, N. H.)
WHDH-TV (5) 4/26/57-Unknown
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

GREENFIELD—
WRLP (32) 7/5/56-Unknown (Satellite of WWLP Springfield, Mass.)

PITTSFIELD†—
► WCDC (19) Harrington, Righter & Parsons (Satellite of WCDA Albany, N. Y.)

SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; N; $600
► WWLP (22) NBC, ABC; Hollingbery; N, LS; $600

WORCESTER—
WWOR-TV (14) See footnote

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW, FLINT)—
► WNEM-TV (5) NBC, ABC; Petry; N, LF, LS; $800

CADILLAC—
► WWTV (13) CBS, ABC; Weed; $350

CHEBOYGAN—
WTCM-TV (4) Initial Decision-6/21/57

DETROIT—
► WJBK-TV (2) CBS; Katz; N, LL, LF, LS; $2,600
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; N, LF, LS; $2,400
► WXYZ-TV (7) ABC; Blair; N; $2,200
► CKLW-TV (9) CBC; Young; $1,200 (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) 5/12/54-Unknown

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; N; $1,175
WMCM (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; N; $1,300

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Peters, Griffin, Woodward; N; $1,000
WTOM-TV (54) See footnote

B·T TELESTATUS

MARQUETTE†—
► WDMJ-TV (6) CBS; Weed; $200
ONONDAGO—
State Board of Agriculture and Tv Corp. of Mich. (sharetime) (10) Initial Decision—3/6/57
PORT HURON—
WHLS-TV (34) 11/14/56-Unknown
SAGINAW (BAY CITY, MIDLAND)
► WKNX-TV (57) CBS; Gill-Perna; N; $375
TRAVERSE CITY—
► WBPN-TV (7) NBC; Holman; N; $144

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; $200
DULUTH (SUPERIOR, WIS.)—
► **KDAL-TV (3) CBS, ABC; Avery-Knodel;** $400
► **WDSM-TV (6) See Superior, Wis.**
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KMGM-TV (9) Branham; $1,500
► KSTP-TV (5) NBC; Petry; N, LS, LF; $1,640
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,600
► WTCN-TV (11) ABC; Katz; $1,200
KTCA-TV (*2) 6/20/56-Unknown
ROCHESTER—
► KROC-TV (10) NBC; Meeker; N; $250

MISSISSIPPI

BILOXI†—
WVMI (13) Initial Decision 6/5/56
COLUMBUS—
► WCBI-TV (4) CBS, NBC, ABC; Everett-McKinney; $180
HATTIESBURG—
► WDAM-TV (9) NBC; Pearson; N; $187.50
JACKSON—
► WJTV (12) CBS, ABC; Katz; $360
► WLBT (3) NBC, ABC; Hollingbery; N; $360
LAUREL—
WTLM (7) 2/21/57-Unknown
MERIDIAN—
► WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; N; $250
WCOC-TV (30) See footnote
TUPELO—
► WTWV (9) NBC; $150

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS; Headley-Reed; N; $600
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; $250
HANNIBAL (QUINCY, ILL.)
► KHQA-TV (7) CBS; Weed; N; $350
► **WGEM-TV (10) See Quincy, Ill.**
JEFFERSON CITY—
► KRCG (13) CBS, ABC; Blair Tv Assoc.; $250
JOPLIN—
► KODE-TV (12) CBS, ABC; Avery-Knodel; N; $300
KANSAS CITY—
► KCMO-TV (5) CBS; Katz; N, LL, LF, LS; $1,350
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; N, LS, LF; $1,060
KIRKSVILLE—
► KTVO (3) CBS, NBC; Bolling; $300
ST. JOSEPH—
► KFEQ-TV (2) CBS, ABC; Blair Tv Assoc.; $400
ST. LOUIS—
► **KETC (*9)**
► KSD-TV (5) NBC; NBC Spot Sls.; N, LS, LF; $1,200
► KTVI (2) ABC; Blair Tv Assoc.; $1,000 (operating temporarily on ch. 2)
► KWK-TV (4) CBS, ABC; Katz; N; $1,500
KMOX-TV (11) 3/29/57-December; CBS; CBS Spot Sales
SEDALIA†—
► KDRO-TV (6) Pearson; $200
SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; N; $325
► KYTV (3) NBC, ABC; Hollingbery; N; $325

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC; Headley-Reed; $200
KGHL-TV (8) 11/23/55-Unknown
BUTTE†—
► KXLF-TV (4) ABC; $100
GLENDIVE—
KXGN-TV (5) 3/13/57-Unknown
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; $150
Cascade Broadcasting Co. (3) 5/29/57-Unknown
HELENA
KABL-TV (10) 2/13/57-Unknown
KXLJ-TV (12) 2/13/57-Unknown (Satellite of KXLF-TV Butte, Mont.)
KALISPELL†—
KGEZ-TV (9) Cooke; 7/19/56-Unknown
MISSOULA—
► KMSO-TV (13) CBS, ABC, NBC; Gill-Perna; $150

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; N; $250
HAYES CENTER—
► **KHPL-TV (6) (Satellite of KHOL-TV Holdrege)**
KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; N; $300
LINCOLN—
► KOLN-TV (10) CBS, ABC; Avery-Knodel; $450
► **KUON-TV (*12)**
OMAHA—
► KMTV (3) NBC, ABC; Petry; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair; N; $900
KETV (7) 4/27/56-September; ABC; H-R
SCOTTSBLUFF†—
► KSTF (10) (Satellite KFBC-TV Cheyenne)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Avery-Knodel; N, LL, LF, LS; $225
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; N; $250
► **KLRJ-TV (2) See Henderson**
► KSHO-TV (13) Forjoe; $200
RENO—
► KOLO-TV (8) CBS, ABC, NBC; Pearson; $300
KAKJ (4) 4/19/55-Unknown

KEENE†— NEW HAMPSHIRE

WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC (CBS, NBC per program basis); Forjoe; $700
MT. WASHINGTON†—
► **WMTW (8) See Poland Spring, Me.**

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WHTO-TV (46) See footnote
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Forjoe; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; N; $300
► KOAT-TV (7) ABC; Hollingbery; N; $300
► KOB-TV (4) NBC; Petry; N; $410
CARLSBAD—
► KAVE-TV (6) CBS, NBC; Branham; $150
CLOVIS—
► KICA-TV (12) CBS; Pearson; $150
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; $250
SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► **WCDA (41) CBS; Harrington, Righter & Parsons;** N; $400
► WTRI (35) ABC; Venard; $400
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; $1,000
WINR-TV (40) 9/29/54-September; Hollingbery
WQTV (*46) 8/14/52-Unknown
BUFFALO—
► **WBEN-TV (4) CBS; Harrington, Righter &** Parsons; N, LS, LF, LL; $1,050
► WBUF (17) NBC; NBC Spot Sls.; N; $650
► WGR-TV (2) ABC; Peters, Griffin, Woodward; N; $1,025
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC (NBC per program basis); Weed; $200
ELMIRA—
► WSYE-TV (18) NBC, ABC; Harrington, Righter & Parsons; N; $100 (Satellite WSYR-TV Syracuse)
WTVE (24) See footnote
HAGAMAN—
► WCDB (29) (Satellite WCDA Albany, N. Y.)
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID (PLATTSBURG)—
► WPTZ (5) NBC, ABC; Blair Tv Assoc.; $300
NEW YORK—
► WABC-TV (7) ABC; Blair; $4,150
► WABD-TV (5) Weed; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; N, LS, LF, LL; $8,000
► WOR-TV (9) H-R; $3,000
► WPIX (11) Peters, Griffin, Woodward; $2,000
► WRCA-TV (4) NBC; NBC Spot Sls.; N, LS, LF, LL; $9,200
► **WATV (13) See Newark, N. J.**
WREG (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
WKNY-TV (66) See footnote
ROCHESTER—
► WROC-TV (5) NBC, ABC; Peters, Griffin, Woodward; N; $700
► WHEC-TV (10) CBS, ABC; Everett-McKinney; N; $700
► WVET-TV (10) CBS, ABC; Bolling; N, LF, LS; $800
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; N; $1,350
SYRACUSE—
► WHEN-TV (8) CBS, ABC; Katz; N; $1,000
► **WSYR-TV (3) NBC; Harrington, Righter &** Parsons; N, LS, LF; $900
WHTV (*43) 9/18/52-Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) NBC, CBS; Bolling; $150
► WLOS-TV (13) ABC; Venard; N; $400
CHAPEL HILL†—
► WUNC-TV (*4)
CHARLOTTE—
► WBTV (3) CBS, ABC; CBS Spot Sls.; N, LL, LS, LF; $1,000
► WSOC-TV (9) NBC; H-R; $900
WQMC (36) See footnote
DURHAM—
► WTVD (11) ABC, CBS; Petry; N; $550
FAYETTEVILLE†—
► WFLB-TV (18) ABC, CBS, NBC; Biern-Smith; $120
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; N, LF, LS; $650
GREENVILLE—
► WNCT (9) CBS, ABC; Hollingbery; N; $400
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) CBS; Forjoe; N; $325
► WRAL-TV (5) NBC; H-R; N, LF, LS; $600
WASHINGTON—
► WITN (7) NBC; Headley-Reed; N; $325
WILMINGTON—
► WFMD-TV (6) NBC, ABC, CBS; Wagner-Smith Assoc.; $250
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; N; $600
WTOB-TV (26) see footnote

NORTH DAKOTA

BISMARCK—
► KBMB-TV (12) CBS; Weed; N; $150
► KFYR-TV (5) NBC, ABC; Blair Tv Assoc.; $275
DICKINSON—
► KDIX-TV (2) CBS, ABC, NBC; Holman; $150
FARGO—
► **WDAY-TV (6) NBC, ABC; Peters, Griffin,** Woodward; N; $450
GRAND FORKS†—
► KNOX-TV (10) NBC; Rambeau; $200
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; $250
KMOT (10) 10/5/55-Unknown
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; N, LF, LS; $500
WILLISTON—
► KUMV-TV (8) (satellite of KFYR-TV Bismarck)

OHIO

AKRON—
► WAKR-TV (49) ABC; Burke-Stuart; $300
ASHTABULA†—
WICA-TV (15) See footnote
CANTON†—
WTLC (29) 3/22/56-Unknown
CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; N; $1,200
► WKRC-TV (12) CBS; Katz; N; $1,000
► WLWT (5) NBC; WLW Sls.; N, LL, LF, LS; $800
WQXN-TV (54) 5/14/53-Unknown; Forjoe
CLEVELAND—
► WEWS (5) ABC; Blair; N; $1,650
► KYW-TV (3) NBC; Peters, Griffin, Woodward; N; $1,950
► WJW-TV (8) CBS; Katz; N; $2,000
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

TV COMPARATIVE NETWORK SHOWSHEET

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY		
AFTERNOON	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Noon		*Let's Take A Trip*			*Valiant Lady*	*Tic Tac Dough* L		Wesson Oil Valiant Lady	*Tic Tac Dough* L		*Valiant Lady*	*Tic Tac Dough* L
12:15					Amer. Home Products Love of Life			Amer. Home Products Love of Life			Amer. Home Products Love of Life	
12:30		Kellogg Wild Bill Hickok F			P&G Search for Tomorrow	*It Could Be You* L		P&G Search for Tomorrow	*It Could Be You* L		P&G Search for Tomorrow	*It Could Be You* F
12:45					P&G Guiding Light L			P&G Guiding Light L			P&G Guiding Light L	
1:00		*Heckle and Jeckle Show* F			W. Cronkite	Close-Up L		W. Cronkite	Close-Up L		W. Cronkite	Close-Up L
1:15					1:10 *Standup & Be Counted* S			1:10 *Standup & Be Counted* S			1:10 *Standup & Be Counted*	
1:30					P&G As The World Turns	Club 60 L		P&G As The World Turns	Club 60 L		P&G As The World Turns	Club 60 L
1:45												
2:00					*Our Miss Brooks* F			Best Foods (alt. wks.) Our Miss Brooks F			(Alt.) Gerber 15 Min. Our Miss Brooks F	
2:15												
2:30					Art Linkletter's House Party (See Footnotes)	*Bride & Groom* L		Art Linkletter's House Party (See Footnote)	*Bride & Groom* L		Art Linkletter's House Party (See Footnote)	*Bride & Groom* L
2:45												
3:00					Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
3:15												
3:30			*Watch Mr. Wizard* F	Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)		Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)		Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
3:45												
4:00			*American Youth Forum* L		P&G The Brighter Day	Queen For A Day Participating L		P&G The Brighter Day	Queen For A Day Participating L		P&G The Brighter Day	Queen For A Day Participating L
4:15					Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm	
4:30			*Zoo Parade* L&F		P&G and Standard Brands The Edge of Night	*Modern Romances* L		P&G The Edge of Night	*Modern Romances* L		P&G and Pet Milk The Edge of Night	*Modern Romances* L
4:45												
5:00	*College News Conference* L	*Face the Nation*	*Frontiers of Faith* L	Mickey Mouse Club (See Footnote) F		*Comedy Time* F	Mickey Mouse Club (see footnote) F		*Comedy Time* F	Mickey Mouse Club (see footnote) F		*Comedy Time* F
5:15												
5:30	*Open Hearing* L	*World News Roundup*	*Outlook* F									
5:45												
EVENING												
6:00		*The Last Word*	Meet the Press L									
6:15												
6:30		Prudential Your Are There T			B. & Wm'son News L			Whitehall News L			B. & Wm'son News L	
6:45			*Cowboy Theatre* F									
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup Lassie F		Gordon Bkg. Kukla, Fran & Ollie	B. & Wm'son News L		Gordon Bkg. Kukla, Fran & Ollie	Whitehall News L		Gordon Bkg. Kukla, Fran & Ollie	B. & Wm'son News L	
7:15				Daly-News			Daly-News			Daly-News		
7:30		Am. Tob. My Favorite Husband F	Reynolds Metals Circus Boy F		Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	*Georgia Gibbs*		Whitehall (Alt. wks.) Kellogg Name That Tune	*A. Williams June Valli Show* L		*My Friend Flicka* F	*Helen O'Connell* L
7:45	Participating			R. J. Reynolds Wire Service F		Amer. Can News Caravan	Gen. Electric Cheyenne (Alt. wks.) Chesebrough Pond's Conflict (Alt. wks.) F		News L	American Motors American Dairy Derby Foods Disneyland F		Time Inc. Miles Lab. News Caravan L
8:00	Hollywood Film Theatre F	Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	Greyhound S. C. Johnson Steve Allen Show L		B.F.Goodrich (Alt. wks.) Carnation Burns & Allen F	Whitehall Charles Farrell Show F		R.J. Reynolds P&G, Phil Silvers F	Speidel Purex Festival of Stars F		Kellogg (alt. wks.) Gen. Motors Vic Damone Show (start 7/10) (sust. 8-8:30)	Assoc. Prods. Max Factor Masquerade Party
8:15					Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	Amer. Tobac (Alt.) Action Tonight F	Gen. Mills P & G (Alt. wks.) Wyatt Earp F	Lever (Alt. wks.) Sheaffer Prvt. Sec'try F	L & Myers Max Factor Panic! F	Am. Tobacco U. S. Rubber Navy Log (F)		Scott Father Knows Best F
8:30					Max Factor (Alt. wks.) Gen. Foods Those Whiting Girls F	Pharmctcls. Twenty-One	Miles Labs (Alt. wks.) Assoc. Prod's Broken Arrow F	Pharmaceu. To Tell The Truth L	P&G Meet McGraw F	Eastman Kodak Adv. of Ozzie & Harriet F	Colgate The Millionaire F	
8:45												
9:00	*Flight Number Seven* F	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L (5-5)	Corn Prods. Press Conference	Gen'l Foods R. Diamond Private Detective (start 7/1) F	Bristol Myers Arthur Murray Party L	Bell System Telephone Time F	S.C. Johnson (Alt. wks.) Pet Milk Spotlight Playhouse F	Armstrong Cork Summer Playhouse L	Ford Ford Theatre F	R. J. Reynolds I've Got A Secret L	Kraft Foods Television Theatre L
9:15												
9:30	*Industries for America* F	Bristol-Myers Hitchcock Theatre F		Dodge Plymouth Lawrence Welk	Westinghouse Studio One Summer Theatre L		Co-op It's Polka Time L	Revlon The $64,000 Question L	*Nat King Cole* L			
9:45												
10:00	Philip Morris Mike Wallace L	P. Lorillard (Alt. wks.) Revlon The $64.000 Challenge	P&G The Web F	Top Tunes and New Talent (L)		Hazel Bishop Ted Mack L				Miles Labs. Mennen Co. Wednesday Night Fights L	Revlon 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life L
10:15												
10:30		Helene Curtis (Alt. wks.) Remington What's My Line L						*Playhouse of Mystery* (start 7/2) F				
10:45												

THURSDAY

ABC	CBS	NBC
	Toni (Alt. wks.) Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	*It Could Be You* L
	P&G Guiding Light L	
	W. Cronkite	Close-Up L
	1:10 *Standup & Be Counted*	
	P&G As The World Turns	Club 60 L
	Nestle 15 Min. (Alt. wks.) Our Miss Brooks F	
	Art Linkletter's House Party (See Footnotes)	*Bride & Groom* L
	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret Storm	
	P&G The Edge of Night	*Modern Romances* L
		Comedy Time F
Mickey Mouse Club (See Footnote) F		
	Whitehall News L	
Gordon Bkg. Kukla, Fran & Ollie		
Daly-News	Whitehall News L	Chevrolet Dinah Shore Show L
Gen. Mills Swift & Co. The Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Sperry-Rand News Caravan L
The Big Picture F	Reynolds Bob Cummings Show F	Toni (Alt.) DeSoto-Plymouth You Bet Your Life F
Enterprise	Chrysler Motors Climax* L	Schick Chesterfield Draguet F
Armour Int. Cellucotton Danny Thomas F		P&G alt. Borden Co. The People's Choice F
Compass F	Bristol Myers (Alt. wks.) Amer. Gas	Ford High-Low
	Philip Morris (Alt. wks.) Bristol Myrs.	
Focus F	Sustaining 10:30-11	Lever Bros. Lux Video Theatre L
	Playhouse 90 L	

FRIDAY

ABC	CBS	NBC
	Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	*It Could Be You* L
	P&G Guiding Light L	
	W. Cronkite	Close-Up L
	1:10 *Standup & Be Counted* S	
	P&G As The World Turns	Club 60 L
	J'son & J'son 15 Min. (alt wks.) General Mills Our Miss Brooks F	
	Art Linkletter's House Party (See Footnotes)	*Bride & Groom* L
	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret Storm	
	P&G The Edge of Night	*Modern Romances* L
		Comedy Time F
Mickey Mouse Club (see footnote) F		
	B&W, H. Bishop News L	
Gordon Bkg. Kukla, Fran & Ollie		
Daly-News	B&W, H. Bishop News L	*Helen O'Connell* L
	Hazel Bishop (alt. wks.) Beat the Clock	Miles News Caravan L
	Gen. Foods West Point F	Nestle (Alt.) Bobbi & Pamper Blondie F
	Gen. Foods (Alt. wks.) Ford Motor Destiny F	Lever Life of Riley F
	R.J. Reynolds (Alt. wks.) C'gate P'olive Mr. Adams and Eve F	Campbell Lever On Trial F
	Schlitz Brewing The Schlitz Playhouse F	Am. Tobacco Ralston-Purina The Big Moment F
	Brown & Williamson Undercurrent (st. 7/19) F (Alt. wks.) P&G (last 7/12) Line Up F	Gillette Cavalcade of Sports L
	Amer. Oil Hamm Time Pantomime	State Farm Red Barber's Corner L

SATURDAY

ABC	CBS	NBC
	The Big Top	Sterling Drug True Story L
	Gen. Mills (Alt.) Nestle Co., The Lone Ranger F	Sterling Drug Detective's Diary L
	Co-op Dizzy Dean Show	L.Durocher's *Warmup* L
	Co-op Falstaff Amer. Safety Razor Philip Morris Baseball Game of the Week (1:55 p.m. to concl.)	R. J. Reynolds Co-op Major League Baseball (1:30 to conclusion)
Joe Lowe Corp. Five Star Comedy Party L&F		
Skippy Peanut Butter This Is Galen Drake L		
Famous Film Festival	Sylvania The Buccaneers F	R. J. Reynolds Toni People Are Funny F
Graham Billy Graham's New York Crusade L	Jimmy Durante Show P. Lorillard F	Sunbeam Gold Seal Noxzema Kleenex RCA S&H Green Stamps Julius LaRosa L
	Two For The Money L	
Dodge Div. The Lawrence Welk Show L	Nestle (Alt. wks.) Helene Curtis Gale Storm Show	Pabst George Sanders Mystery Theatre F
	Curtis (alt. wks.) Whitehall S.R.O. Playhouse F	*Dollars a Second* L
American Chicle Williamson-Dickie Ozark Jubilee L	L&M Gunsmoke F	Armour (alt.) Quaker Oats Encore Theatre F
	Hazel Bishop Jimmy Dean Show L	Am. Tobacco Warner Lambert *Adventure Theatre*

AFTERNOON	
Noon	
12:15	
12:30	
12:45	
1:00	
1:15	
1:30	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45	
EVENING	
6:00	
6:15	
6:30	
6:45	
7:00	
7:15	
7:30	
7:45	
8:00	
8:15	
8:30	
8:45	
9:00	
9:15	
9:30	
9:45	
10:00	
10:15	
10:30	
10:45	

MORNING

SATURDAY AM

CBS: Capt. Kangaroo, sust. Mighty Mouse Playhouse, 10:30-11 a.m., General Foods, alt. weeks; Colgate; Susan's Show, sust. 11-11:30 a.m.; It's A Hit, sust. 11:30-12 noon.

SUNDAY AM

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York 11-11:30 a.m.; Camera Three, 11:30-12 noon.

MONDAY-FRIDAY AM

CBS: Jimmy Dean Show, 7-7:45 a.m.; CBS Morning News, 7:45-8 a.m.; Captain Kangaroo, 8-8:45 a.m.; CBS Morning News 8:45-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:30-12 noon.

NBC: Today, 7-10 a.m. (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC — Mickey Mouse Club Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Carnation, Coca-Cola, Gen. Mills, Mattel, Miles Labs, Minnesota Mining, SOS, Pillsbury Mills, Peter Shoe Co.

CBS—Garry Moore M.-Fri. 15 min. segments sponsored by Campbell Soup, Lever Bros., Toni, Yardley, Staley, Swift & Co. Hoover, off after 7/2, Nestle, Bird & Son, off after 7/29, California Packing Co.

Arthur Godfrey M.-Thurs. 15 min. segments sponsored by Bristol Myers, Standard Brands, Simoniz, General Foods, Scott Paper, Sherwin Williams, Mutual of Omaha. Bauer & Black st. 7/4, Florida Citrus Commission start 6/6.

House Party—15 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup, Simoniz, Standard Brands.

Bob Crosby—15 min. segments sponsored by Gerber Prod., General Mills, Wesson Oil, Toni, Swift & Co.

SPECIAL PROGRAMS

**NBC—Chevy Show, 9-10 p.m.,

© 1957 by Broadcasting Publications, Inc.

BROADCASTING TELECASTING

July 1, 1957

B·T TELESTATUS

COLUMBUS—
► WBNS-TV (10) CBS; Blair; N; $825
► WLWC (4) NBC; WLW Sls.; N; $800
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; $600

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; N; $1,100
► WLWD (2) NBC, ABC; WLW Sls.; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; N; $200

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) 9/4/52-Unknown; Petry

OXFORD—
WMUB-TV (*14) 7/19/56-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; N; $500
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; N; $1,000
WTOH-TV (79) 10/20/54-Unknown
Great Lakes Bcstg. Co. (11) Initial Decision-3/21/57

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; N; $400
► WKBN-TV (27) CBS, ABC; Raymer; N; $450
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) NBC, ABC, CBS; Pearson; $150

OKLAHOMA

ADA—
► KTEN (10) ABC (CBS, NBC per program basis); Venard; N; $225

ARDMORE—
► KVSO-TV (12) NBC; Pearson; N; $150

ENID—
► KGEO-TV (5) ABC; Blair Tv Assoc.; N; $600

LAWTON—
► KSWO-TV (7) ABC; Pearson; $150

MUSKOGEE—
► KTVX (8) ABC; Avery-Knodel; $600

OKLAHOMA CITY—
► KETA (*13)
► KGEO-TV (5) See Enid, Okla.
► KWTV (9) CBS; Avery-Knodel; N; $900
► WKY-TV (4) NBC; Katz; N, LL, LF, LS; $950
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; N; $825
► KTVX (8) See Muskogee
► KVOO-TV (2) NBC; Blair; N, LF, LS; $750
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; N; $382.50

KLAMATH FALLS†—
► KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; $150

COOS BAY—
KOOS-TV (16) 9/4/56-Unknown

CORVALLIS—
KOAC-TV (*7) 5/2/57-October

MEDFORD—
► KBES-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; $250

PORTLAND—
► KGW-TV (8) ABC; Blair; $700
► KOIN-TV (6) CBS; CBS Spot Sls.; N; $700
► KPTV (12) NBC; Hollingbery; N; $700

ROSEBURG—
► KPIC (4) NBC, ABC, CBS; Hollingbery; $150 (satellite of KVAL-TV Eugene, Ore.)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) 8/12/53-Unknown; Weed
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; Blair; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; N, LF, LS; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; $175

ERIE—
► WICU (12) NBC, ABC; Petry; N; $700
► WSEE (35) CBS; Young; $300

HARRISBURG—
► WHP-TV (55) CBS; Bolling; N; $325
► WTPA (27) ABC; Harrington, Righter & Parsons; N; $350
WCMB-TV (71) See footnote

HAZLETON†—
WAZL-TV (63) 12/18/52-Unknown; Meeker

JOHNSTOWN—
► WARD-TV (19) CBS; Weed; $200
► WJAC-TV (6) NBC; Katz; N, LL, LS, LF; $1,000

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; N, LS, LF; $1,200
WLAN-TV (21) 11/8/56-Unknown

LEBANON†—
► WLBR-TV (15) Blair Tv Assoc.

LOCK HAVEN—
WBPZ-TV (32) 5/8/56-Unknown

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; N, LL, LS, LF; $3,200
► WRCV-TV (3) NBC; NBC Spot Sls.; N, LL, LF, LS; $3,200
WHYY-TV (*35) 3/28/56-Unknown
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) NBC, CBS, ABC; Peters, Griffin, Woodward; N; $2,000
► WENS (16) ABC; Branham; $450
► WQED (*13)
WIIC (11) 7/20/55-August; NBC; Blair; $1,800
WTVQ (47) 12/23/52-Unknown; Headley-Reed
WCAE-TV (4) Initial Decision 4/9/57
WKJF-TV (53) See footnote

READING—
WEEU-TV (33) See footnote
WHUM-TV (61) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; $225
► WDAU-TV (22) CBS; H-R; N; $500
WTVU (44) See footnote

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; N, LL, LS, LF; $575
► WILK-TV (34) ABC; Avery-Knodel; N; $300

WILLIAMSPORT†—
WRAK-TV (36) 11/32/52-Unknown; Meeker

YORK—
► WNOW-TV (49) Keller; $200
► WSBA-TV (43) ABC; Young; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Petry; N; $1,200
► WPRO-TV (12) CBS; Blair; $1,100
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; N; $150

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; N; $300
► WUSN-TV (2) NBC, ABC; Weed; N; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; N; $450
► WNOK-TV (67) CBS; Raymer; N; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; N; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; N; $450
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; N; $450

SOUTH DAKOTA

ABERDEEN†—
KDHS (9) 8/30/56-Unknown

DEADWOOD†—
KDSJ-TV (5) 8/8/56-Unknown

FLORENCE—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; $150
KRSD-TV (7) 12/20/56-Unknown

RELIANCE†—
KPLO-TV (6) 12/20/56-July 5 (Satellite of
► KELO-TV (11) NBC, ABC, CBS; H-R; $450

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; $450
KSOO-TV (13) Initial Decision—6/18/57

TENNESSEE

BRISTOL—
► WCYB-TV (5) (See Bristol, Va.)

CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; N; $450
► WRGP-TV (3) NBC; H-R; N; $400
► WROM-TV (9) McGillvra; $150

JACKSON—
► WDXI-TV (7) CBS, ABC; Venard; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC; Pearson; $300

KNOXVILLE—
► WATE-TV (6) NBC; Avery-Knodel; N; $600
► WBIR-TV (10) CBS; Katz; N; $600
► WTVK (26) ABC; Pearson; N; $300

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; $900
► WKNO-TV (*10)
► WMCT (5) NBC; Blair; N; $900
► WREC-TV (3) CBS; Katz; $900

NASHVILLE—
► WLAC-TV (5) CBS; Katz; N; $750
► WSIX-TV (8) ABC; Hollingbery; $575
► WSM-TV (4) NBC; Petry; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC; Raymer; $225

ALPINE—
KAMT-TV (12) 8/30/56-Unknown

AMARILLO—
► KFDA-TV (10) CBS, ABC; Blair Tv Assoc.; $340
► KGNC-TV (4) NBC; Katz; N; $340

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; N; $525

BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; N; $350
KBMT (31) See footnote

BIG SPRING—
► KEDY-TV (4) CBS; Branham; $150 (satellite of KDUB-TV Lubbock)

BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown

BRYAN—
► KBTX-TV (3) ABC, CBS; Raymer; $150

CORPUS CHRISTI—
► KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; N, LF, LS; $300
► KSIX-TV (10) CBS; H-R; $250
► KVDO-TV (22) Young; LS; $200

DALLAS—
► KRLD-TV (4) CBS; Branham; N, LF, LS; $1,100
► WFAA-TV (8) ABC, NBC; Petry; N; $1,000

EL PASO—
► KELP-TV (13) Young; $250
► KROD-TV (4) CBS; Branham; N; $450
► KTSM-TV (9) NBC; Hollingbery; N; $325

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; N, LL, LF, LS; $1,000
► KFJZ-TV (11) Blair; $1,000

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; N; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; N; $1,000
► KTRK (13) ABC; Hollingbery; N, LF, LS; $900
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; $150

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; N; $350
► KDUB-TV (13) CBS; Branham; N, LS, LF; $630 (includes satellites KPAR-TV Sweetwater and KEDY-TV Big Spring)

LUFKIN—
► KTRE-TV (9) Venard; $225 (Station receives NBC shows from KPRC-TV Houston.)

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; N; $250

NACOGDOCHES—
East Texas Broadcasting Co. (19) 6/21/57-Unknown

ODESSA—
► KOSA-TV (7) CBS; Pearson; $300

PORT ARTHUR—
KPAC-TV (4) 3/20/57-Unknown

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; $200
KVTX (3) 2/28/57-Unknown

SAN ANTONIO—
► KCOR-TV (41) O'Connell; $200
► KENS-TV (5) CBS; Peters, Griffin, Woodward; N; $700
► KONO-TV (12) ABC; H-R; N; $600
► WOAI-TV (4) NBC; Petry; N, LL, LS, LF; $700

SWEETWATER (ABILENE)—
► KPAR-TV (12) CBS; Branham; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; N; $350

TEXARKANA (ALSO TEXARKANA, ARK.)—
►KCMC-TV (6) CBS, ABC, NBC; Venard; N; $260

TYLER—
► KLTV (7) NBC, ABC, CBS; H-R; N; $300

VICTORIA—
Alkek Tv Co. (19) 5/2/57-Unknown

WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Raymer; N; $300

WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Raymer; $250

WICHITA FALLS—
►KFDX-TV (3) NBC, ABC; Raymer; N, LF, LS; $350
► KSYD-TV (6) CBS; Blair Tv Assoc.; N; $350

B·T TELESTATUS

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; N; $600
► KTVT (4) NBC; Katz; N, LS; $700
► KUTV (2) ABC; Avery-Knodel; N; $600
KUED (7*) 12/13/56-September

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; $450

VIRGINIA

ARLINGTON—
WARL-TV (20) 10/10/56-Unknown
BRISTOL—
► WCYB-TV (5) NBC, ABC; Weed: N, LF, LS; $300
DANVILLE†—
WBTM-TV (24) See footnote
HAMPTON—
► WVEC-TV (15) See Norfolk
HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Peters, Griffin Woodward; $250
LYNCHBURG—
► WLVA-TV (13) ABC; Hollingbery; N; $300 (film)
NEWPORT NEWS—
WACH-TV (33) See footnote
NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; N, LS, LF; $875
► WTOV-TV (27) McGillvra; LL, LS; $380
► WVEC-TV (15) NBC; Avery-Knodel; N; $350
PETERSBURG—
► WXEX-TV (8) See Richmond
PORTSMOUTH—
WAVY-TV (10) 5/30/56-September; ABC; H-R; $700
RICHMOND—
► WRVA-TV (12) CBS; Harrington, Righter & Parsons; N, LF, LS; $700
► WTVR (6) ABC; Blair; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; N, LF, LS; $750
ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward; N, LF, LS; $600
► WSLS-TV (10) NBC, ABC; Avery-Knodel; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; $435
EPHRATA†—
► KBAS-TV (43) (Satellite of KIMA-TV Yakima, Wash.)
PASCO—
► KEPR-TV (19) CBS, ABC, NBC; Weed; N; $200 (Satellite of KIMA-TV Yakima)
SEATTLE (TACOMA)—
► KCTS (*9)
►KING-TV (5) ABC; Blair; N, LF, LS; $1,100
► KOMO-TV (4) NBC; NBC Spot Sls.; N, LL, LF, LS; $1,125
► KTNT-TV (11) CBS; Weed; N; $900
► KTVW (13) Hollingbery; $600
KIRO-TV (7) Initial Decision 4/5/55
SPOKANE—
► KHQ-TV (6) NBC; Katz; N, LL, LF, LS; $550
► KREM-TV (2) ABC; Petry; N, LF, LS; $600
► KXLY-TV (4) CBS; Avery-Knodel; N; $600
VANCOUVER†—
KVAN-TV (21) 9/25/53-Unknown; Bolling
WALLA WALLA—
KRTV (8) 10/24/56-Unknown (Satellite of KIMA-TV Yakima, Wash.)
YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; N; $500 (Includes satellites KEPR-TV Pasco, KLEW-TV Lewiston, Idaho, KBAS-TV Ephrata)

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC, ABC; Katz; N; $240
CHARLESTON—
► WCHS-TV (8) CBS; Branham; N, LF, LS; $650
WKNA-TV (49) See footnote
CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Unknown
FAIRMONT†—
► WJPB-TV (35) NBC; Gill-Perna; N; $200
HUNTINGTON—
► WHTN-TV (13) ABC; Petry; N; $600
► WSAZ-TV (3) NBC; KATZ; N, LL, LF, LS; $1,000
OAK HILL (BECKLEY)—
► WOAY-TV (4) ABC; Pearson; N; $200
PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; $150
WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; N; $600
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; N; $350
GREEN BAY—
► WBAY-TV (2) CBS; Weed; N; $500
► WFRV-TV (5) ABC, CBS; Headley-Reed; N; $400
► WMBV-TV (11) See Marinette
LA CROSSE—
► WKBT (8) CBS, NBC, ABC; H-R; $360
MADISON—
► WHA-TV (*21)
► WISC-TV (3) CBS; Peters, Griffin, Woodward; N, LF, LS; $550
► WKOW-TV (27) ABC; Headley-Reed; N; $250
► WMTV (33) NBC; Young; N; $280
MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; $250
MILWAUKEE—
► WISN-TV (12) ABC; Petry; N, LF, LS; $1,000
► WITI-TV (6) Branham; N, LL, LF, LS; $600
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; N, LL, LF, LS; $1,150
► WXIX (19) CBS; CBS Spot Sls.; N; $800
WFOX-TV (31) 5/4/5-Unknown
WMVS-TV (*10) 6/6/56-August
WCAN-TV (25) See footnote
SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Peters, Griffin, Woodward; N; $400
► KDAL-TV (3) See Duluth, Minn.
WAUSAU—
► WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; $350
WHITEFISH BAY—
► WITI-TV (6) See Milwaukee

WYOMING

CASPER—
► KTWO-TV (2) ABC, CBS, NBC; Meeker; $150
KSPR-TV (6) 1/30/57-July 15; Walker; $120
CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; $150
RIVERTON—
KWRB-TV (10) 9/26/56-September
SHERIDAN—
Harriscope Inc. (9) 5/8/57-Unknown

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher; $150
► KTVA (11) CBS; Alaska Radio-Tv Sls.; $150
FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; $135
JUNEAU†—
► KINY-TV (8) CBS; Wagner-Smith; $60

GUAM

AGANA†—
► KUAM-TV (8) NBC, CBS; Young; $120

HAWAII

HILO†—
► KHBC-TV (9) (Satellite of KGMB-TV Honolulu)
HONOLULU†—
► KGMB-TV (9) CBS; Peters Griffin, Woodward; $350 (Includes satellites KMAU-TV Wailuku, KHBC-TV Hilo.)
► KONA (2) NBC; NBC Spot Sls; $350
► KULA-TV (4) ABC; Young; $300
► KHVH-TV (13) Smith Assoc.; LL, LF, LS
WAILUKU†—
► KMAU-TV (3) (Satellite KGMB-TV Honolulu)
► KMVI-TV (12) (Satellite KONA Honolulu)

PUERTO RICO

CAGUAS†—
WSUR-TV (9) 4/25/56-November; Pan America Bcstg.; $150
MAYAGUEZ†—
► WORA-TV (5) CBS, ABC, NBC; Young; $150
PONCE†—
WKBM-TV (11) 5/3/56-Unknown
Ponce Tv Partnership (7) 6/20/57-Unknown
SAN JUAN†—
► WAPA-TV (4) NBC, ABC; Caribbean Networks; $250
► WKAQ-TV (2) CBS; Inter-American; $375
WIPR-TV (*6) 2/2/55-October

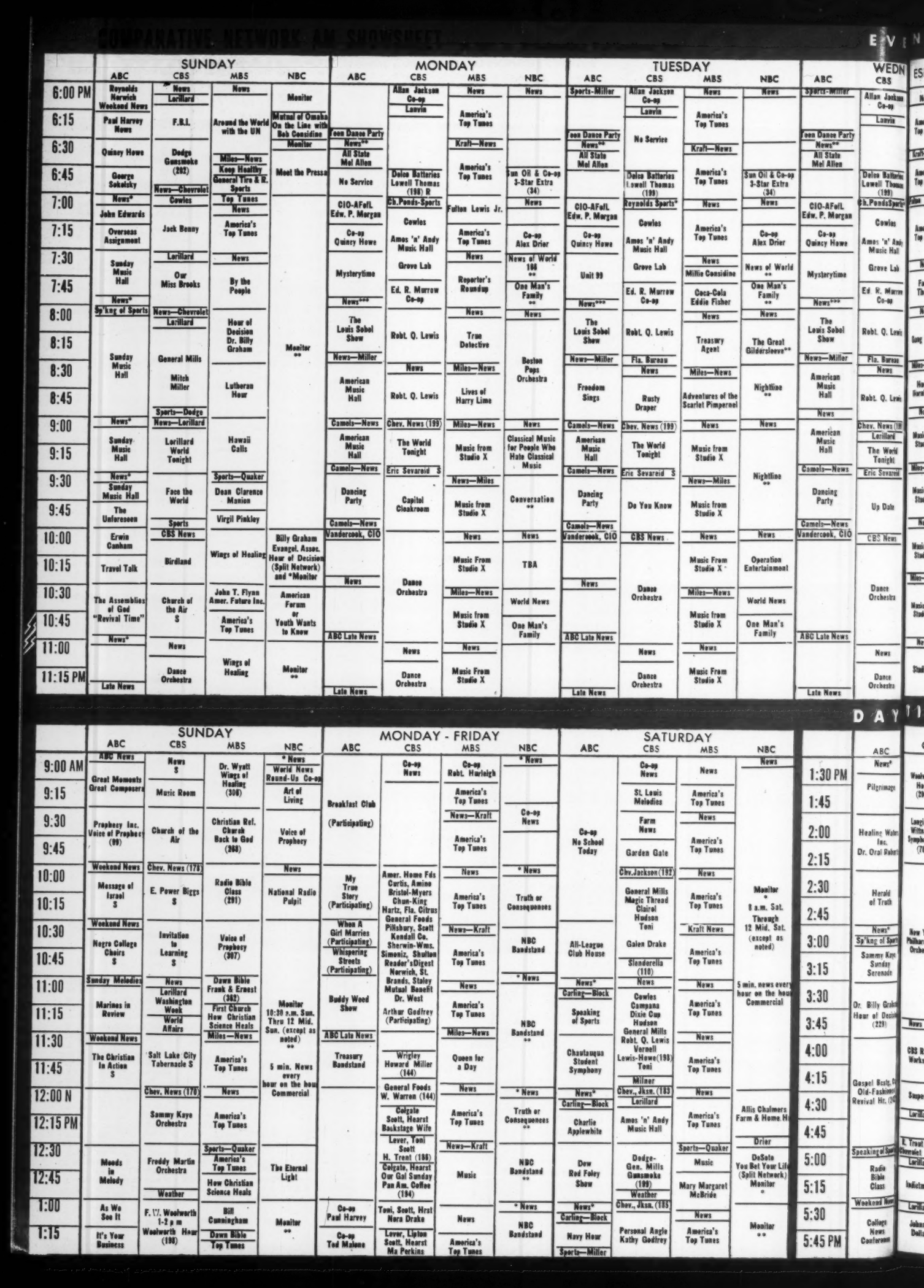
CANADA

ARGENTIA, NFLD.—
► CJOX-TV (10) (satellite of CJON-TV St. John's)
BARRIE, ONT.—
► CKVR-TV (3) Mulvihill, Canadian Ltd.
BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; $170
CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada; $350
CHARLOTTETOWN, P.E.I.†—
► CFCY-TV (13) All-Canada, Weed; $190
EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Canadian Reps., Oakes; $425
HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; CBC; $300
HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Canadian Reps. $550
KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; $280
KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; $450
LETHBRIDGE, ALTA†—
► CJLH-TV (7) CBC; All-Canada, Weed; $160
LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; $450
MONCTON, N. B.—
► CKCW-TV (2) CBC, ABC, CBS, NBC; Canadian Reps.; $250
MONTREAL, QUE.—
► CBFT (2) CBC (French); CBC; $1,000
► CBMT (6) CBC; CBC; $750
NORTH BAY, ONT.—
► CKGN-TV (10) CBC; Canadian Reps., Mulvihill, Hunt; $180
OTTAWA, ONT.—
► CBOFT (9) CBC (French); CBC; $300
► CBOT (4) CBC; CBC; $400
PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; $260
PORT ARTHUR, ONT.—
► CFPA-TV (2) CBC; All-Canada, Weed; $225
QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; $475
► CKMI-TV (5) CBC; Stovin, Weed; $250
REGINA, SASK.—
► CKCK-TV (2) CBC, CBS, NBC; All-Canada, Weed; $300
RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC (French); Stovin, Canadian Reps.; $260
ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC, ABC, CBS, NBC; All-Canada, Weed; $300
ST. JOHN'S, NFLD.†—
► CJON-TV (6) CBC, CBS, NBC, ABC; Weed; N; $230
SASKATOON, SASK.—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Canadian Reps., Tv Reps. Ltd.; $260
SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; $260
SHERBROOKE, QUE.†—
► CHLT-TV (7) CBC; Canadian Reps.; $400
SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; $220
SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; $275
TIMMINS, ONT.—
► CFCL-TV (6) CBC; Mulvihill; $160
TORONTO, ONT.—
► CBLT (6) CBC; CBC; $1,000
VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; $580
VICTORIA, B. C.†—
► CHEK-TV (6) CBC; Tv-Reps. Ltd., Forjoe; $210
WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; $1,100
WINGHAM, ONT.—
► CKNX-TV (8) CBC; All-Canada, Young; $235
WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; $240
TIJUANA (SAN DIEGO)—
► XETV (6) ABC; Weed; $800

The following stations have suspended regular operation but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WTVE (TV) Elmira, N. Y.; WFTV (TV) Duluth; WCOC-TV Meridian, Miss.; WHTO-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WTOB-TV Winston-Salem, N. C.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WHUM-TV Reading, Pa.; WCAN-TV Milwaukee; WTAO-TV Cambridge, Mass.; KCCC-TV Sacramento, Calif.; WTVU (TV) Scranton, Pa.; WTOM-TV Lansing, Mich.; KMBT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.; WATL-TV Atlanta, Ga.; WCMB-TV Harrisburg, Pa.; WGBS-TV Miami; WBLN (TV) Bloomington, Ill.



COMPARATIVE NETWORK AM SHOWSHEET

EVEN

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Reynolds Norwich Weekend News	News Lorillard	News	Monitor
6:15	Paul Harvey News	F.B.I.	Around the World with the UN	Mutual of Omaha On the Line with Bob Considine
6:30	Quincy Howe	Dodge Gunsmoke (202)	Miles—News	Monitor
6:45	George Sokolsky	News—Chevrolet	Keep Healthy General Tire & R. Sports	Meet the Press
7:00	News* John Edwards	Cowles	Top Tunes News	
7:15	Overseas Assignment	Jack Benny	America's Top Tunes	
7:30	Sunday Music Hall	Lorillard	News	
7:45	News*	Our Miss Brooks	By the People	
8:00	Sp'kng of Sports	News—Chevrolet Lorillard	Hour of Decision Dr. Billy Graham	Monitor **
8:15	Sunday Music Hall	General Mills		
8:30		Mitch Miller	Lutheran Hour	
8:45		Sports—Dodge		
9:00	News*	News—Lorillard	Hawaii Calls	
9:15	Sunday Music Hall	Lorillard World Tonight		
9:30	News* Sunday Music Hall	Face the World	Sports—Quaker Dean Clarence Manion	
9:45	The Unforeseen	Sports	Virgil Pinkley	
10:00	Erwin Canham	CBS News	Wings of Healing	Billy Graham Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:15	Travel Talk	Birdland		
10:30	The Assemblies of God "Revival Time"	Church of the Air S	John T. Flynn Amer. Future Inc.	American Forum or Youth Wants to Know
10:45	News*		America's Top Tunes	
11:00		News		
11:15 PM	Late News	Dance Orchestra	Wings of Healing	Monitor **

MONDAY

	ABC	CBS	MBS	NBC
		Allan Jackson Co-op Lanvin	News America's Top Tunes	News
	Teen Dance Party News**		Kraft—News	
	All State Mel Allen	Dolce Batteries Lowell Thomas (198) R	America's Top Tunes	Sun Oil & Co-op 3-Star Extra (34)
	No Service	Ch.Ponds-Sports	Fulton Lewis Jr.	News
	CIO-AFofL Edw. P. Morgan	Cowles	America's Top Tunes	Co-op Alex Drier
	Co-op Quincy Howe	Amos 'n' Andy Music Hall	News	News of World 188 **
	Mysterytime	Grove Lab	Reporter's Roundup	One Man's Family **
	News***	Ed. R. Murrow Co-op	News	News
	The Louis Sobol Show	Robt. Q. Lewis	True Detective	Boston Pops Orchestra
	News—Miller	News	Miles—News	
	American Music Hall	Robt. Q. Lewis	Lives of Harry Lime	
	Camels—News	Chev. News (199)	Miles—News	News
	American Music Hall	The World Tonight	Music from Studio X	Classical Music for People Who Hate Classical Music
	Camels—News	Eric Sevareid S	News—Miles	
	Dancing Party	Capitol Cloakroom	Music from Studio X	Conversation **
	Camels—News		News	
	Vandercook, CIO	Dance Orchestra	Music From Studio X	TBA
	News		Miles—News	World News
	ABC Late News		Music from Studio X	One Man's Family
		News	News	
	Late News	Dance Orchestra	Music From Studio X	

TUESDAY

	ABC	CBS	MBS	NBC
	Sports-Miller	Allan Jackson Co-op Lanvin	News America's Top Tunes	News
	Teen Dance Party News**	No Service	Kraft—News	
	All State Mel Allen	Dolce Batteries Lowell Thomas (199)	America's Top Tunes	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Reynolds Sports*	News	News
	Co-op Quincy Howe	Cowles	America's Top Tunes	Co-op Alex Drier
	Unit 99	Amos 'n' Andy Music Hall	News	News of World **
	News***	Grove Lab	Millie Considine	One Man's Family **
	The Louis Sobol Show	Ed. R. Murrow Co-op	Coca-Cola Eddie Fisher	News
	News—Miller	Robt. Q. Lewis	News	The Great Gildersleeve**
	Fla. Bureau	News	Treasury Agent	
	Freedom Sings	Rusty Draper	Miles—News	Nightline **
	Camels—News	Chev. News (199)	Adventures of the Scarlet Pimpernel	News
	American Music Hall	The World Tonight	News	
	Camels—News	Eric Sevareid S	Music from Studio X	Nightline **
	Dancing Party	Do You Know	News—Miles	
	Camels—News		Music from Studio X	
	Vandercook, CIO	CBS News	News	News
	News	Dance Orchestra	Music From Studio X	Operation Entertainment
			Miles—News	World News
	ABC Late News		Music from Studio X	One Man's Family
		News	News	
	Late News	Dance Orchestra	Music From Studio X	

WEDN

	ABC	CBS
	Sports-Miller	Allan Jackson Co-op Lanvin
	Teen Dance Party News**	
	All State Mel Allen	Dolce Batteries Lowell Thomas (199)
	CIO-AFofL Edw. P. Morgan	Ch.Ponds-Sports
	Co-op Quincy Howe	Cowles
	Mysterytime	Amos 'n' Andy Music Hall
	News***	Grove Lab
	The Louis Sobol Show	Ed. R. Murrow Co-op
	News—Miller	Robt. Q. Lewis
	American Music Hall	Fla. Bureau
	News	
	American Music Hall	Robt. Q. Lewis
	Camels—News	Chev. News (19
	Dancing Party	Lorillard
	Camels—News	The World Tonight
	Vandercook, CIO	Eric Sevareid
		Up Date
	ABC Late News	CBS News
		Dance Orchestra
	News	
	Late News	Dance Orchestra

DAY

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (308)	* News World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Art of Living
9:30	Prophecy Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (288)	Voice of Prophecy
9:45	Weekend News	Chev. News (178)		News
10:00	Message of Israel S	E. Power Biggs S	Radio Bible Class (291)	National Radio Pulpit
10:15	Weekend News			
10:30	Negro College Choirs S	Invitation to Learning S	Voice of Prophecy (307)	
10:45				
11:00	Sunday Melodies	News Lorillard	Dawn Bible Frank & Ernest (362)	Monitor 10:30 p.m. Sun. Thru 12 Mid. Sun. (except as noted) ** 5 min. News every hour on the hour Commercial
11:15	Marines in Review	Washington Week World Affairs	First Church How Christian Science Heals	
11:30	Weekend News		Miles—News	
11:45	The Christian In Action S	Salt Lake City Tabernacle S	America's Top Tunes	
12:00 N		Chev. News (170)	News	
12:15 PM		Sammy Kaye Orchestra	America's Top Tunes	
12:30	Moods in Melody	Freddy Martin Orchestra	Sports—Quaker America's Top Tunes	The Eternal Light
12:45		Weather	How Christian Science Heals	
1:00	As We See It	F. W. Woolworth 1-2 p m	Bill Cunningham	Monitor **
1:15	It's Your Business	Woolworth Hour (198)	Dawn Bible Top Tunes	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club (Participating)	Co-op News	Co-op Robt. Hurleigh	* News
			America's Top Tunes	Co-op News
			News—Kraft	
			America's Top Tunes	
	My True Story (Participating)	Amer. Home Fds Curtis, Amino Bristol-Myers Chun-King Hartz, Fla. Citrus General Foods Pillsbury, Scott Kendall Co. Sherwin-Wms. Simoniz, Shulton Reader'sDigest Norwich, St. Brands, Staley Mutual Benefit Dr. West	News	* News
	When A Girl Marries (Participating)		America's Top Tunes	Truth or Consequences
	Whispering Streets (Participating)		News—Kraft	NBC Bandstand
	Buddy Weed Show		America's Top Tunes	* News
			News	
	ABC Late News		America's Top Tunes	NBC Bandstand **
	Treasury Bandstand	Arthur Godfrey (Participating)	Miles—News	
		Wrigley Howard Miller (144)	Queen for a Day	* News
		General Foods W. Warren (144)	News	Truth or Consequences **
		Colgate Scott, Hearst Backstage Wife	America's Top Tunes	
		Lever, Toni Scott H. Trent (186)	News—Kraft	NBC Bandstand **
		Colgate, Hearst Our Gal Sunday Pan Am. Coffee (194)	Music	
	Co-op Paul Harvey	Toni, Scott, Hrst Nora Drake	News	* News
	Co-op Ted Malone	Lever, Lipton Scott, Hearst Ma Perkins	America's Top Tunes	NBC Bandstand

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	News	News
		St. Louis Melodies	America's Top Tunes	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted) 5 min. news every hour on the hour Commercial
		Farm News	News	
		Garden Gate	America's Top Tunes	
		Chv.Jackson (197)	News	
	All-League Club House	General Mills Magic Thread Clairol Hudson Toni	America's Top Tunes	
		Galen Drake	Kraft News	
		Slenderella (110)	America's Top Tunes	
	News*	News	News	
	Carling—Block	Cowles Campana Dixie Cup Hudson General Mills Robt. Q. Lewis Vernell Lewis-Howe(193) Toni	America's Top Tunes	
	Speaking of Sports		News	
	Chautauqua Student Symphony	Milner	America's Top Tunes	
		Chev., Jksn. (183)	News	
	News*	Lorillard	America's Top Tunes	Allis Chalmers Farm & Home. H
	Carling—Block	Amos 'n' Andy Music Hall	Sports—Quaker	
	Charlie Applewhite	Dodge-Gen. Mills Gunsmoke (199)	Music	Drier
	Dow Red Foley Show	Weather	Mary Margaret McBride	DeSoto You Bet Your Life (Split Network) Monitor *
	News*	Chev., Jksn. (185)	News	
	Carling—Block	Personal Angle Kathy Godfrey	America's Top Tunes	Monitor **
	Navy Hour			
	Sports—Miller			

	ABC
1:30 PM	News*
1:45	Pilgrimage
2:00	Healing Waters Inc. Dr. Oral Roberts
2:15	
2:30	Herald of Truth
2:45	
3:00	News*
3:15	Sp'kng of Sports Sammy Kaye Sunday Serenade
3:30	
3:45	Dr. Billy Graham Hour of Decision (223)
4:00	
4:15	Gospel Beats, Old-Fashioned Revival Hr. (20
4:30	
4:45	
5:00	Speaking of Sports
5:15	Radio Bible Class
5:30	Weekend News
5:45 PM	College News Conference

TUESDAY

	CBS	MBS	NBC
6:00 PM	News		News
6:15	America's Top Tunes		
6:30	Kraft—News		Meet the Press
6:45	America's Top Tunes		Sun Oil & Co-op 3-Star Extra (34)
7:00	John Lewis Jr.		News
7:15	America's Top Tunes		Co-op Alex Drier
7:30	News		News of World (153) **
7:45	Family Theatre		One Man's Family **
8:00	News		News
8:15	Gang Busters		People Are Funny **
8:30	Miles—News		Nightline **
8:45	Horatio Hornblower		News
9:00	News		Nightline **
9:15	Music from Studio X		
9:30	Miles—News		
9:45	Music from Studio X		
10:00	News		News
10:15	Music from Studio X		This Is Moscow
10:30	Miles—News		L. Pearson
10:45	Music from Studio X		World News
11:00	News		One Man's Family
11:15 PM	Studio X		News

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Sports—Miller	Allan Jackson Co-op	News	News
6:15		Lanvin	America's Top Tunes	
6:30	Teen Dance Party		Kraft—News	Meet the Press
6:45	News**	Dolco Batteries Lowell Thomas (199)	America's Top Tunes	Sun Oil & Co-op 3-Star Extra (34)
7:00	All State Mel Allen	Reynolds Sports*	Fulton Lewis Jr.	News
7:15	CIO-AFofL Edw. P. Morgan	Cowles Ames 'n' Andy Music Hall Grove Lab	America's Top Tunes	Co-op Alex Drier
7:30	Co-op Quincy Howe	Ed. R. Murrow Co-op	News	News of World (153) **
7:45	Unit 99	Lorillard	Millie Considine	One Man's Family **
8:00	News***	Robt. Q. Lewis	Coca-Cola Eddie Fisher	News
8:15	The Louis Sobol Show	Fla. Bureau	News	X Minus One **
8:30	News—Miller	News—Simoniz	Secrets of Scotland Yard	
8:45	American Music Hall	Robt. Q. Lewis	Miles—News	Nightline **
9:00	Camels—News	Chev. News (199)	Theatre Royal	News
9:15	American Music Hall	Lorillard	News	
9:30	Camels—News	The World Tonight	Music from Studio X	Nightline **
9:45	Dancing Party	Sovareid-Simoniz	Miles—News	
10:00	Camels—News	Leading Question	Music from Studio X	News
10:15	Vandercook, CIO	CBS News	News	Family Living '57
10:30	ABC News	Stuart Foster Show	Music from Studio X	World News
10:45		Dance Orchestra	Miles—News	One Man's Family
11:00	ABC Late News	News	Music from Studio X	News
11:15 PM	Late News	Dance Orchestra	News	Studio X

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM		Allan Jackson Co-op	News	News
6:15	Teen Dance Party	Lanvin	America's Top Tunes	
6:30	News**	U.N. on the Record S	Kraft—News	Meet the Press
6:45	All State Mel Allen	Dolco Batteries Lowell Thomas (199)	America's Top Tunes	Sun Oil Co-op 3-Star Extra (34)
7:00	CIO-AFofL Edw. P. Morgan	Ch-Pond Sports*	Fulton Lewis Jr.	News
7:15	Co-op Quincy Howe	Lorillard	America's Top Tunes	Co-op Alex Drier
7:30	Mysterytime	General Mills Dodge Ames 'n' Andy Music Hall Grove Lab Cowles	News	News of World (153) **
7:45	News***	Ed. R. Murrow Co-op	Lombardoland USA	One Man's Family **
8:00	Carling—Block	Lorillard Robt. Q Lewis	News	News
8:15	The Louis Sobol Show	News—Simoniz	Counter Spy	Monitor **
8:30	News—Miller	Robt. Q. Lewis	Miles—News	
8:45	Carling—Block	Chev. News (199)	Queen's Men	
9:00	American Music Hall	Lorillard The World Tonight	News	News
9:15	Camels—News	Simoniz-Sovareid	Music from Studio X	Monitor **
9:30	Carling—Block	So They Say	Miles—News	
9:45	American Music Hall	CBS News	Music from Studio X	
10:00	News S		News	News
10:15	Dancing Party	Philip Morris Country Music Show	Music from Studio X	Gillette Boxing
10:30	Camels—News		Miles—News	
10:45	Carling—Block	News	Music from Studio X	Sports Digest
11:00	ABC News	Dance Orchestra	News	Sports Highlights
11:15 PM	ABC Late News		Studio X	World News
	Late News			One Man's Family

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	News*	News—Simoniz	News	
6:15	Carling—Block	New Orleans Jazz Band	America's Top Tunes	
6:30	Pan American Union		Kraft—News	
6:45	Sports Kaleidescope	Dodge General Mills Gunsmoke	America's Top Tunes	
7:00	Science Editor		News	
7:15	News*4	News—Reynolds	Wheel of Chance	
7:30	Carling—Block	Lorillard Saturday Night Country Style		
7:45	At Ease		Word of Life Hour	
8:00	Sports—Miller		News	Monitor **
8:15	Carling—Block	Chev. News (192)	Bandstand USA	
8:30	Platter Brains	Entertainment U.S.A.	Miles—News	
8:45	World Tourist		Brandstand USA	
9:00	News*	The Last Word	News	
9:15	Carling—Block	Lorillard	Bandstand USA	
9:30	Vincent Lopez Show	Sports News	Sports—Quaker State	
9:45	News*	World Tonight Lorillard	Bandstand USA	R. J. Reynolds Grand Ole Opry
10:00	American Music Hall	Philadelphia Orchestra	News	
10:15	News*	News S	Music from Studio X	
10:30	Carling—Block	Henry Jerome Orchestra	Miles—News	
10:45	Dancing Party	Dance Orchestra	Music from Studio X	Mpnitor **
11:00	National Juke Box	News—Simoniz	News	
11:15 PM	News*	Dance Orchestra	Studio X	
	Carling—Block			
	Lawrence Welk Army Show			
	Carling—Block			
	News*			
	Late News			

DAYTIME

SUNDAY

	CBS	MBS	NBC
10:00 AM	Woolworth Hour (200)	Lutheran Hour	Lutheran's Layman's League "The Lutheran Hour"
10:15			
10:30	Longines-Wittnauer Symphonette (70)	Marian Theatre	Monitor *
10:45		News	
11:00	New York Philharmonic Orchestra	America's Top Tunes	The Catholic Hour
11:15		News	
11:30		America's Top Tunes	
11:45	News (S)	News	
12:00 N	CBS Radio Workshop	America's Top Tunes	Monitor **
12:15 PM		News	
12:30	Suspense	America's Top Tunes	
12:45	Lorillard	News	
1:00	E. Trout (193) Chevrolet News	America's Top Tunes	
1:15	Lorillard	News	
1:30	Indictment	America's Top Tunes	
1:45	Lorillard	News	
2:00	Johnny Dollar	America's Top Tunes	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
10:00 AM	Closed Circuit	Lever, Scott Toni, Std. Brds, Dr. Malone	News	NBC Bandstand ** (R)
10:15	News—Miller	Hearst, Menthlm. Pan Am. C., Toni Road of Life	America's Top Tunes	* News
10:30		News	News	True Confessions **
10:45	Man About Music	Toni, Hearst Right to H'piness	America's Top Tunes	Woman In My House **
11:00		Colgate, Hearst Pan Am. Coffee Mrs. Burton	Kraft—News	The Affairs of ** Dr. Gentry
11:15	News—Miller	Colgate Strike It Rich Pan Am. Coffee	America's Top Tunes	* News
11:30	Man About Music	Just Entertainment (198) Wm. Wrigley	News	Five Star Matinee **
11:45		Houseparty† Sleep-Eze, Staley (183) R	America's Top Tunes	"Hilltop House" **
12:00 N	News—Miller	Caldene, Swift Simoniz, Lever Standard Brands	News	"Pepper Young's ** Family"
12:15 PM	Man About Music		America's Top Tunes	* News
12:30			News	Truth or Consequences ** (R)
12:45			America's Top Tunes	NBC Bandstand ** (R)
1:00	ABC Late News		News	* News
1:15			America's Top Tunes	
1:30			News	
1:45			America's Top Tunes	
2:00			News	Ralston-Purina R. Harkness
2:15			America's Top Tunes	

SATURDAY

	ABC	CBS	MBS	NBC
10:00 AM	Shake the Maracas	Man Around The House	Miles—News	
10:15	News*	Adventure In Science	America's Top Tunes	
10:30		News	News	
10:45	Sports—Miller	String Serenade	America's Top Tunes	
11:00	Festival	Peabody Orchestra	News	
11:15		News	America's Top Tunes	
11:30	Sports—Miller	Army Show	News	
11:45	Festival	Dance Orchestra	America's Top Tunes	Monitor *
12:00 N		News	News	
12:15 PM	Sports—Miller	Dance Orchestra	America's Top Tunes	
12:30	Festival		News	
12:45	Sports—Miller	Dance Orchestra	America's Top Tunes	
1:00	Festival		News	
1:15	News*	Sports—Simoniz	America's Top Tunes	
1:30	Carling—Block	Steel Pier Orchestra	News	
1:45	Sp'kng of Sports		America's Top Tunes	
2:00	Pop Concerts Dinner At Sports—Miller The Green Room	Make Way For Youth	Sports—Quaker State	
2:15			America's Top Tunes	

July 1, 1957

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—
7:55-8 p.m., Les Griffith & The News. (332).
* Camels—Norwich News
** Camels—Midas News
*** Camels—Hires News

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
† Houseparty.
3-3:15 p.m. M.Th.—Coldene.
3:15-3:30 p.m., Wed., Simoniz, Swift.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed. Th. Fri. 8:25-30 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S., Ted Bates
*Herman Hickman—Sports
Norelco, MWF; Camels, T, Th., 7-7:05 p.m.

MBS—
Series B—(8:05-8:30 p.m.) Kraft, Mon. thru Fri.; Aslum, Mon. thru Fri.; S-C Johnson & Con, Fri.

NBC—
Networks News on the Hour—starts at 8-8:05 a.m. on Sundays and is broadcast as follows: 10 a.m., 11 a.m., 12 noon, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 p.m., & 2 a.m. On Saturdays also as follows: 8 a.m., 9, 10, 11 a.m., 12 noon, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 p.m., 12 mid., 1 & 2 a.m.

**Monitor is broadcast on a network and local participation basis as are all other programs marked with **.

(R) programs are scheduled on a continuous basis by recorded repeats.

Service at thirty spots (1-minute) are scheduled on Mon.-Fri. starting at 10:30 a.m. and continuing through 11:30 p.m.

In the nation's Capital,

WRC IS THE NEW SPEAKER OF THE HOUSE!

Nielsen* proves most radios in Washington are tuned to WRC. For the total week, WRC wins a 33% share of the total station audience – a resounding 32% advantage over the second station! Balanced programming keeps the average high.

Starting off the noon-to-3 PM time period, for example, famous Washington reporter Bryson Rash far outstrips other broadcasters in his time period with a 32% share of audience. In a four-week period he reaches nearly a million homes an average of more than 5 times each. Personable Patty Cavin follows, winning a 29% share and reaching 857,000 homes an average of almost 5 times each in just four weeks.

And now, WRC's popular Gene Archer has begun a brand new 1-2 PM music show to round out local programming in this time segment.

In Washington's 17-radio-station market, you'll find this balanced programming of WRC's tips the scale in your product's favor. Have WRC Radio speak for you now in the nation's Capital.

*NSI Report—Washington, D. C., Area—January, 1957

WRC · 980

WASHINGTON, D. C. SOLD BY NBC SPOT SALES

from **EVELYN BARNES PEIRCE,** *tv casting commercial director, J. Walter Thompson Co.*

CASTING FOR YOUR COMMERCIAL HAS BECOME AN EXACTING JOB

TIME WAS, and not so long ago either, when anyone with a full set of teeth and hands steady enough to hold a boxtop could deliver a commercial. But times have changed. Now, the commercial, through a process of accelerated growth that defies description, has become the newest—maybe even the freshest—of the lively arts. Before our wondering eyes we have watched commercials become multi-dimensional as well as dynamic devices of such breadth, height, and depth that they sometimes seem, especially to the glazed eyes of a casting director, to possess dimensions not yet measured by science.

Time also was when commercials were more audio than video; we concentrated on words, in the main read by a competent announcer. But today words have taken their proper place as part of a battery of new techniques—techniques which make a greater demand upon the increasing number of creative agencies and performing talent. Our horizons have widened and today it truly "takes all kinds" to create a successful commercial.

It is with no small amount of pride that we present animations which run the gamut from a talking Tip Top brown n' serve roll to the prize winning "It's a Fooord" series. A current commercial may well include musical production numbers complete with expert choreography and highly trained singers; a filmed documentary may range the continent of North America with shots from land, sea, and air; and a locale may vary from a hospital operating room to an embassy hall.

THERE ARE NO LIMITATIONS ON MATERIAL

Our modern salesmen include sports figures beloved throughout the land and who may present, in quick succession, figure ice skaters or Olympic team swimmers; sometimes we even call upon the animal kingdom for four-footed or feathered actors who "have trainers—will travel." In short, the breadth and scope of the commercial today combines and makes use of more diverse elements than any other single performing art.

What, then, does casting entail for this lively new art? A number of things. For one, a familiarity with all of these diversified talents and, equally important, a knowledge of where to find the established performers, personalities, and models and how to unearth new ones. Also, the capacity to work with and adjust to personalities ranging from an infant barely able to gurgle to an actor whose name in lights is no stranger to Broadway. Actually, in order to cast modern commercials one should be all things to all people—the client, the agency, the talent, the agents, and the studios (be they live, film, or drawing board)!

The commercial casting director must be, by training and experience, familiar with all aspects of the entertainment world. Nor is it enough that he should have an intuitive feeling for the creative aspects of commercial casting. He must know the "market values" of name talent as well as of free lance beginners. And pacing this, of course, must be a detailed working knowledge of all of the union and professional rules which govern the business.

The demand, not only for variety but for amount of talent, keeps pace with the fast growth of commercial casting. It has need for every kind that show business and the model field have to offer.

Where does one find this diversity of talent? The most obvious haunts are, of course, films and the theatre—Broadway, off-Broadway, tryouts, national touring companies, summer stock—even the college and community theatre. (Faithful monitoring of the airwaves is taken for granted.) But there are other happy hunting grounds: the ballet, modern opera, night clubs, schools of the theatre and rehearsal groups. The open door policy of seeing every actor, announcer, singer, dancer, model, vaudeville and night club performer, child prodigy, circus performer and animal act owner who comes or writes in does pay off, for many a pearl emerges.

THE AGENT MUST KNOW YOUR NEEDS

Work with agents is of paramount value, but for best mutual results, you must first know what you want and then tell the agent in the greatest possible detail—the better to help him help you. I find that taking the time to let agents know your reaction to their "finds" pays dividends and that assuring him you are interested in new talent and will always be available to screen this talent can have real value.

Because of the complexity of this newest lively art, there is a constant scramble to keep up with its never ending demands. The pressures never let up and the challenge is never really met.

Of this demanding new lively art, can one say that working in it is easy? Never! Alive and vital? Endlessly! Satisfying? Deeply! Who wouldn't find it so, working with the widest range of talent our times have ever known and the greatest variety of techniques?

Evelyn Barnes Peirce; b. Chicago; educ. Wellesley College. Joined Compton Adv. 1943 becoming director of daytime radio. Turned to free lancing in 1948 and entered tv field. Served as associate producer with Wyllis Cooper on tv dramatic Volume One *until program's termination in 1949; directed summer theatre group 1950; directed shows for National Assn. of Mfrs. same year; was executive supervisor of* Showtime USA *(on ABC-TV for Dodge) for eight months; joined Kenyon & Eckhardt as talent buying and casting director in 1951; became a BBDO production director in 1952, and producer and casting director at Fuller & Smith & Ross later that year. Joined J. Walter Thompson as co-casting director in May 1955.*

Chairman Doerfer

ALTHOUGH it was all too long in coming, President Eisenhower did the natural and the logical in announcing his intention to elevate John C. Doerfer to the chairmanship of the FCC as of today, to succeed George C. McConnaughey who, as of today, hangs out his law shingle in Washington and Columbus.

A continuity of direction of the FCC thus is assured, regardless of who may be nominated for the seven-year term which became vacant with the expiration of Mr. McConnaughey's term June 30. A newcomer to the chairmanship could not have picked up the heavy chairmanship burden without inordinate delays in the handling of urgent business.

Mr. Doerfer has served on the FCC for four years, after having practiced law in Wisconsin and having served as chairman of the public service commission of that state. He learned the hard way during the last four years that there's a vast difference between public utility-common carrier regulation and that sensitive regulatory area which embodies broadcasting which, by law, is not a public utility and cannot be regulated as to program content or economic return.

The new chairman now knows the regulatory ropes and the Washington scene. What he may have lacked in knowledge of broadcasting (which consumes perhaps 80% of the FCC's time and budget) when he joined the Commission on April 15, 1953, is now second nature. He is not a docile man, as those who have tangled with him will attest. Once he makes up his mind, he isn't easily dissuaded.

The FCC, it now appears evident, will function as a six-man body for the foreseeable future. The White House has screened and eliminated perhaps a dozen prospects since it became known months ago that Mr. McConnaughey would not seek reappointment and would seek to retrieve family fortunes after years of public service at both the state and Federal levels. Even if the President nominated a seventh commissioner this week, Senate confirmation probably would not be forthcoming promptly, because of the loaded docket of the Senate Commerce Committee and the rush toward summer adjournment.

The least controversial appointment would be one on a merit basis. And the most logical promotion from within would be that of general counsel to commissionership. Warren E. Baker has been general counsel of the FCC since 1953. Previously, he had served as an examiner and as legal assistant to the chairman of the Civil Aeronautics Board. A Hoosier, he is young, vigorous and tough-minded. He knows the field.

Major Surgery or Aspirin

IRRESPECTIVE of what may eventuate legislatively, the staff report on television network practices released today (Monday) by the Senate Commerce Committee will set off atomic reverberations in all television quarters.

It did not receive the approval of the committee, despite herculean efforts by Chairman Magnuson (D-Wash.) and ranking Republican Sen. Bricker of Ohio, to have it published as the committee report. It was released as a "staff report"—primarily the work of a resolute young lawyer from Seattle, Kenneth A. Cox, who headed the special staff.

Because it has the endorsement of the two senior members of the committee, as well as certain other senators, it cannot be regarded as simply the opinion of one man.

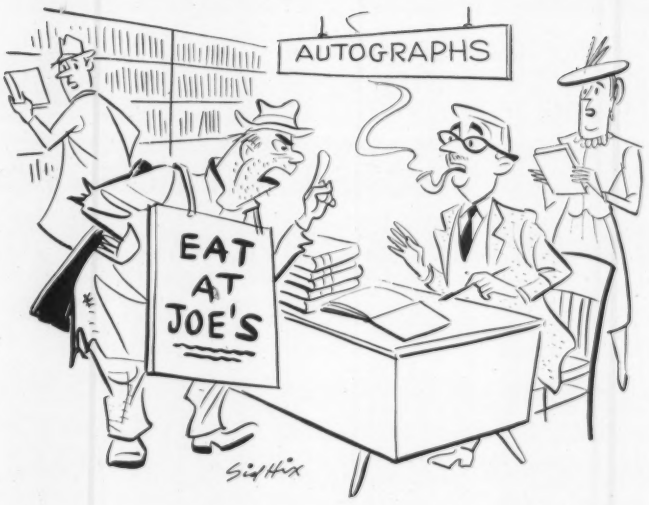
If adopted as proposed, the report would remake the whole network economic pattern. Option time, to all intents, would go out the window. Must-buys on networks would be set aside and minimum dollar purchase substituted.

It is evident that the testimony last year of Richard A. Moore, president-general manager of independent KTTV (TV) Los Angeles, made a deep impression upon Mr. Cox. In some respects the report goes even beyond Mr. Moore's recommendations.

There will be a breathing spell before the Senate Committee acts on the staff report. Comments are requested both from the FCC and the Dept. of Justice, in the light of their own investigations. The FCC is asked to submit its comments not later than 90 days after the completion of its special network study. Since the FCC special staff has until Sept. 30 to complete its work, it probably will be well into 1958 before the Senate Committee hears from the FCC. And 1958, it should be remembered, is an election year.

With so much going on involving television in so many areas, something eventually must happen legislatively. The existing law has given to this nation, through interplay of competition, the best broadcast service available anywhere in the world. This is not to say that some changes are not desirable.

The fact that the committee withheld its assent to the Cox report pending further study is commendable. The stakes are too big to risk major legislative surgery when a couple of aspirin might be sufficient.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I resent some of the things your book has to say about us advertising men!"

Don't Discount Celler

ADVERTISING MEDIA, advertising agencies and, most of all, advertisers themselves are personally involved in the fate of the legislation introduced a fortnight ago by Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee.

Rep. Celler introduced an amendment to the Robinson-Patman and Clayton acts that could outlaw most if not all quantity discount structures of national advertising media. If his bill were passed, the government could kill discounts if it showed that they were unrelated to reduced costs and that they tended to work to the advantage of big advertisers.

It is Mr. Celler's contention that the discount structures now in effect on television networks would be in violation of his law if it were adopted. The sale of several programs or time periods to Procter & Gamble does not reduce the cost of those programs or periods to the network. The fact that P&G, or any other large volume advertiser, earns a bigger discount than the advertiser who comes in for a small network buy penalizes the small advertiser, in Mr. Celler's view, and hence limits his ability to compete with big advertisers.

So far Mr. Celler has talked publicly only about the discounts given by television networks. But whether he says so or not, his legislation would apply with equal force to all media, including television stations, radio networks, radio stations, magazines and newspapers; for all media discounts are given as inducements to quantity purchase and not because the costs of advertising are reduced by volume buys.

There appears to be little chance that the Celler amendment will be acted on before the summer recess of Congress. But because Mr. Celler is a tenacious man who has a way of seeing his proposals converted into law, his amendment will reach a stage of active consideration eventually. Meanwhile, the advertising world had better be ready to fight to defend its discounts if it wants to keep them.

KRON is TV in SF

San Franciscans are sold on KRON-TV

POPEYE
Monday-Friday
6-6:30 P. M.
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD